10) Contacts In-market

Race Market	Contact Name	Phone Number
Phoenix	Monty Faulk	(602) 967-5442
Long Beach	Talbert Bartholomew	(818) 792-2900
Indy	Kevin McCoy	(502) 425-1070
Milwaukee	Mark Redner	(414) 475-5811
Detroit	Tom Trotter	(313) 591-5500
Portland	Ben Nechanicki	(206) 573-3609
Cleveland	Charlie Miller	(216) 234-7777
Brooklyn	Tom Trotter	(313) 591-5500
Loudon	Stephen Tardiff	(508) 543-8300
Elkhart Lake	Dave Casebolt	(414) 475-5811
Lexington	Charlie Miller	(414) 475-5811
Nazareth	Lisa Kelcy	(215) 647-7690
Monterey	Matt Miller	(510) 463-2702

Dis	tribution		
В.	Anderson		
M.	Becker	N.	Lund
I.	Broeman	A.	Macrae
E.	Bruce		Marrullier
D.	Coode	T.	
Μ.	Cramer	C.	Merhige
L.	DeMaio	E.	Merlo
	Fisher	M.	Meurer
K.	Harrington	J.	Mullen-Sampson
J.	Henry	P.	Paoli
P.	Inmann	M.	Pfeil
	James	S.	Piskor
	Jannetta	J.	Pontarelli
J.	Keighley	В.	Ray
L.	Kelcy	L.	Riley
G.		Μ.	Salzman
R.	King	S.	Sampson
R.	Kohl	J.	Taylor
D.	Kronschnabel	J.	Tusan
R.	Kuchnicki	S.	Vasquez
D.	Laufer	G.	Walsh
R.	Lawrence	R.	
J.	Lemperesπ	T.	Wilhelms

Specific Event Elements Memo

Procedure

- Written by the Program Administrator.
- Send to the Section Operations Manager (SOM) or designated Sales Force contact.
- Copies to:
 - Manager
 - Group Manager
 - Director

PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE 120 PARK AVENUE, NEW YORK, NY 10017

To:

Monty Faulk Karen Howe DATE: 2/26/93

From: Subject:

VALVOLINE 200-APRIL 2-4, 1993

PHOENIX, AZ

The start date for our promotional activities in the Phoenix, AZ market is rapidly approaching. The following are key elements that you need to be aware of:

Gear Truck Program

We realize that the Gear Truck Program may not be ready in time to coincide with the Phoenix race. To compensate, we will provide the manpower necessary to execute five store sales preceding the race, each being four hours in duration. (Attachment B)

Please follow these guidelines when scheduling:

- -Schedule the store sales in conjunction with the show car on these dates: March 26, 27, April 1, 2, 3
- -Only schedule at high volume accounts/during high traffic times.
- -Five store sales, four hours in duration.
- * Please return to the NYO no later than March 10, Attention: Christine Merhige

Show Car

When scheduling the store sales it is a requirement that the retailer runs a Marlboro special promotion in conjunction with the show car appearance.

Please complete the attached form to schedule the show car in your market. The form has been outlined with the specific dates available. Please schedule the show car up to forty hours per week, with a maximum of two locations daily. (Attachment A)

* Please return to the NYO no later than March 10, Attention: Christine Merhige.

Materials

The following list of materials will be shipped to your attention for placement at retail and your hospitality area:

Pos#	Item Description	Quantity
Retail Materials		
68719	Retail Poster	1,000
68713	Welcome Race Fans Banner	100
8718	Pennant Rope	25
69684	Small neon sign	25
68625	Large neon sign	5
Hospitality Materials		
54307	Coffee Cup	500
54306	Drink Cup	500
5430 5	Bar Organizer	5
54298	Bar Napkins	500
54300	Table Napkins	500
54301	Ashtrays	36
54310	Stirrers	500
VIP Gifts		
54308	MRTP t-shirt	100
54314	MRTP cap	100
54374	Waist Pouch	100
68850	Souvenir Poster	100
68747	Duty Free Bags	200
Shipping Address:	Attn: Monty Faulk	
	2465 South Industrial Park Drive	
	Suite #4	
	Tempe, AZ 85282	
	Mon Fri./8:30-5	
	(602) 829-9083	

Pole Award Presentation

Saturday Presentation

On Saturday afternoon directly after qualifying; a representative of Marlboro Racing will present a check for \$10,000 to the winner of the pole position. The presentation will take place on or near the start-finish line.

Sunday Presentation
On Sunday prior to the start of the race, a representative of Marlboro Racing will present the official Marlboro Racing leather duffle bag to the Pole Winner. The presentation will take place on the starting grid following the driver introductions.

As in past year's, we will escort you and your guest to the presentation location.

Please work with the local Government Affairs office when determining which key customer or VIP shall make the presentations. I will need to know the name(s) of the individual no later than Friday of race weekend.

Customer Hospitality

A garage tour will be scheduled for your guests on Sunday morning. The exact time will not be available for a couple more weeks. Please ask your guests to arrive by 10:00am if they wish to attend the garage tour. I will notify you of the exact time as soon as it is available.

Marlboro product will be brought to your suite on both Saturday and Sunday morning.

In addition to the materials listed above, the following will be mailed to your office and the Government Affairs office:

· Salesforce		Government Affairs	
Item	Quantity	Quantity	
Suite tickets	30	15	
Parking passes	10	5 ·	
Ticket jackets	100	50	
VIP credentials	100	50	
Credential holder	100	50	
Golf shirts	5	2	

Bar Night Promotion

Dates: April 1-3

Time: 9pm-1am

Location: Phoenix Live

The Shops at Arizona Center

455 N. Third Street

Phoenix, AZ 85004-2187

(602) 252-2502

Please let me know if you would like to host a retailer party on Thursday night April 1.

Schedule of Indy Car activity

A detailed schedule of activities during the Valvoline 200 will be faxed to you as soon as it becomes available.

3

Contacts

Hotel: The Wigwam Resort

Litchfield Park, AZ 85340

PH (602) 935-3811 FX (602) 935-3737

Cellular Phone #'s:

Pete Twiddy (602) 390-7626 then (813) 566-6904 Karen Howe (602) 309-7626 then (212) 273-1142

If I can be of any further assistance please give me a call at (212) 878-2266.

B. Anderson cc: S. Bradshaw I. Broeman

E. Bruce K. Diamond P. Inmann

C. Merhige E. Merlo M. Meurer

S. Sampson P. Twiddy J. Taylor

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO:

Chrisanne Ferry

DATE: March 9, 1993

FROM:

Michelle Marcisak

SUBJECT: VIRGINIA SLIMS OF CHICAGO - FEBRUARY 8-14, 1993

The following is information regarding the Virginia Slims of Chicago:

TOURNAMENT POS

We have not produced POS materials for the sales force this year because of our new retail tie-in and promotion with Dominick's.

HOSPITALITY

The customer hospitality party is scheduled for Sunday, February 14 between 10:30 AM and 12:30 PM at the U.I.C. Pavilion...

You will receive the following materials for the reception:

48 Ashtrays 400 Cocktail Napkins 135 T-shirts

All of these materials will be shipped to the section office. Debra Miller will bring name tags, holders and

TICKETS

A list of daily ticket quantiities is attached. Please call Mary Heath at the IMG office to arrange for pickup of your tickets, parking passes and credentials. The number is (312) 565-4100.

ON-SITE OPERATIONS

Heather Hellman and I will be on-site for the week of the tournament. Feel free to call me at (212) 880-3651 if I can assist you with anything.

PRO-AM

We are invited to ask the local key customers if they would like to participate in the Pro-Am on Monday February 8. Please let Mary Heath or myself know ASAP of any participants.

INA BROEMAN cc:

> MARY HEATH **DEBRA MILLER EDNA MOORE GARY SALVATO** NANCY ZIMBALIST

VIRGINIA SLIMS OF CHICAGO

TICKETS

	вох		RESERVED S	EATING
		Salesforce		Salesforce
LO:00 AM		14		40
MONDAY 7:00 PM		14		40
.0:00 AM		14		40
TUESDAY 7:00 PM		14		40
MA 00:01		14		40
VEDNESDAY 7:00 PM		14		40
MA 00:01		14		40
THURSDAY 7:00 PM		14 .		26
11:00 AM		12	·	26
FRIDAY 7:00 PM		. 12		24
1:00 PM		12		24
7:00 PM		12		24
12:30 PM SUNDAY		10		24

FORM #3450NY PM USA REV. 11/88 POS # 22014 COMP A50(15)

P.O.S. MATERIALS TRANSFER ITEMS RETURNED TO KEARNY INVENTORY

		Date		
rtment:		Location:		<u>-</u> -
P.O.S.#	DESCRIPTION	# OF UNITS PER CASE	QUANTITY CASES RETURNED PER ITEM	FOR KEARN USE ONLY
•				
				•
		•		
				· · · · · · · · · · · · · · · · · · ·
		TOTAL QUANTITY OF CASES RETURNED		
Received Kearny: _		Received By:		<u>-</u>
nents/Shortages/Da	amage:			
-				

DISTRIBUTION: ORIGINAL: WITH SHIPMENT--AFFIX ORIGINAL TO ONE OF THE RETURN CASES.

DUPLICATE: MERCH. DIST. DEPT.

TRIPLICATE: RETAIN

returning materials.

+202003

Note: A copy of the P.O.S. Materials Transfer form must be forwarded to Merchandising Distribution and Analysis prior to

POPM #3450NY PM USA REV. 11/06 POS # 22014 COMP A50(15)

PHILIP ETHOR: S P.O.S. MATERIALS TRANSFER ITEMS RETURNED TO KEARNY INVENTORY

Returned By: N. ZimbaGsr	Date: 4/16/92
Department: EVENT HICTO	Location: 120 12

P.O.S.#	DESCRIPTION	# OF UNITS PER CASE	QUANTITY CASES RETURNED PER ITEM	FOR KEARNY USE ONLY
72251	VSC wastebashets	6	6	
72252	VSC Signe	6	3	
62764	VSC STACKING TEAYS	6	2	·
72253	VSC Distay Radis	Э		
72254	VSC Tile Boxes	5	1	
72255	VSC Trashlines	500	1	· · · · · · · · · · · · · · · · · · ·
57200	VST Ashtrain	100	1	
72256	VSC Supplies		1	
				•
•				
	·			
•				
		TOTAL QUANTITY OF CASES RETURNED	16	

Date Received Kearny:	Received By:		
Comments/Shortages/Damage:			

Note: A copy of the P.O.S. Materials Transfer form must be forwarded to Merchandising Distribution and Analysis prior to returning materials.

DISTRIBUTION: ORIGINAL: WITH SHIPMENT—AFFIX ORIGINAL TO ONE OF THE RETURN CASES.

DUPLICATE: MERCH. DIST. DEPT.

THIS MAYER DETAIN

FORM #3449NY PM USA 6:83 POS #22015 COMP D4132 A28

P.O.S. DESTRUCTION NOTICE

		DATE:
Manager - P.O.S. Wa	rehouse	•
	ediate destruction/salvage of the follo	owing items:
proved By:		
P.O.S. #	ITEM	BOOK INVENTORY
	,	

Date Destroyed/Salvaged: ______ By: _____

RETURN one copy to P.O.S. Operations, NYO DISTRIBUTION: 2 copies to Warehouse Manager 1 copy to NYO Pending File

P.O.S. DESTRUCTION NOTICE

TO: Manager - P.O.S. Warehouse

P.O.S. #	ITEM	BOOK INVENTORY
55968	<u> </u>	2,715
43958	Indian Nells BANNER	15
55903	VS TEN 1990 Logo Sht	8,000
559/8~		2
55904	V.S Ten B+H Logo Sheet	7,000
55921	VS Ten 16 DRAW Sheet	198
35922	VS TEN 32 DRAN Sheet	160
55923		248
55946		298,500
55947	VS TENNIS KANK PAPER	191,500
55966		878
55971	VS Ten 32 DRAW Sheet	858
55974	VS TEN 64 DRAW Sheet	7/8
55989	VS TEN 32 DRAW Poster	18
55990		/9
57957		1
41802	VS Ten Elle Umbrella	0
56004		0
57800	VS Gold Foil T-Shirt M	0

Date Destroyed/ Scheged:	2-4-91	By:	+ K.
	Hens	deleted	from

RETURN one copy to P.O.S. Operations, NYO DISTRIBUTION: 2 copies to Warehouse Manager 1 cnov to NYO Pending File

Sustan 2/5/91

AIR FREIGHT SERVICE REQUEST

ACCC	OUNTING CHARGE CODE: _		DATE:
	Retail Promotion / C Promotion Name:	oupons / Events	_
			_
Ш	Inbound Deliveries /	Vendor to Vendor	
	Purchase Order #:		_
	Vendor Name:		 .
	Origin Zip Code:	Destination	Zip Code:
	Date Specific Orders Office personnel)	(Orders generated by 1	Pield and New York
	Requisition #:		_
	to Micky Bishop	oved document for date on day of entry (fax	#201-997-6383) .
		RT:	
	VICE PRESIDENT APP	PROVAL(8) SIGNATURES FO	R AIR SERVICE:
	Signature	Sign	nature
	Date	Date	a

FAX COPY OF APPROVED FORM TO NICK RECINE (FAX # 201-997-6383) AND FORWARD A COPY TO STEVE BOWERS, 120 PARK, 12th FLOOR.

AIR FREIGHT SERVICE REQUEST

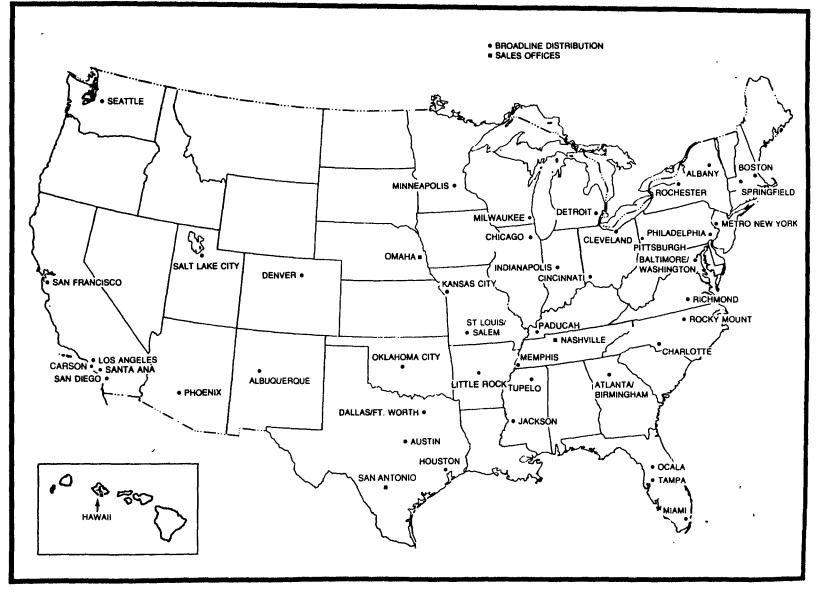
COUNTING CHARGE CODE:	044-639-	4401-16 E12	DATE:	JAN 10, 1993
Retail Promotion	Coupons / E	vents		
Promotion Name:	VIRGINIA SO	INS OF CHICAGO	>	
	PRO SHOP	REORDER		
Inbound Deliveries	s / Vendor to	Vendor		
Purchase Order #:	·			
Vendor Name:	KOC.			
Origin Zip Code:	C7032	Destination Z	ip Code:	60601
Date Specific Orde Office personnel)	ers (Orders g	enerated by Fig	eld and	New York
Requisition #:	69918			
Please fax ar to Micky Bish	pproved docum	ent for date spentry (fax #20	pecific 01-997-6	orders 3383).
REASON FOR AIR FRE	SIGHT: PRO	SHOP DID NOT	ORDER	. ENOUG1+
T-SHRIB - NEED	ADDITIONA			
VICE PRESIDENT A	APPROVAL(8) S	IGNATURES FOR	AIR SER	VICE:
(ELLEN MCFLO, Signature	e·5·)	Signa	ture	
Date		Date		

FAX COPY OF APPROVED FORM TO NICK RECINE (FAX # 201-997-6383) AND FORWARD A COPY TO STEVE BOWERS, 120 PARK, 12th FLOOR.



SALES AREAS SERVICED BY KRAFT FOODSERVICE





F91 755

Printed in U.S.A.



These Kraft Foodservice Broadline Distribution Centers and Sales Offices are listed alphabetically by metropolitan area.

ALBANY 755 Pierce Road Clifton Park, NY 12065 518-877-8511

ALBUQUERQUE c/o Super Value 5600 2nd Street, N.W. Albuquerque, NM 87107 505-343-2200

ATLANTA BIRMINGHAM 6685 Crescent Drive Norcross, GA 30071 404-263-4300

AUSTIN/SAN ANTONIO 1179 A. Springdale Road Austin, TX 78721 512-926-5051 (Austin) 512-657-6901 (San Antonio)

BALTIMORE/WASHINGTON 8730 Boliman Place Savage, MD 20763 301-470-2662 (Wash.) 301-792-8400 (Bait.)

BOSTON One Technology Drive Centennial Ind. Park Peabody, MA 01960 508-977-5100

CARSON 1031 Watsoncenter Road Carson, CA 90745 310-549-3900

CHARLOTTE 1133 Atando Avenue Atando Ind. Park Charlotte, NC 28206 704-372-0030

CHICAGO 800 Supreme Drive Bensenville, IL 60106 708-595-1200

CINCINNATI 5445 Spellmire Drive Cincinnati, OH 45246 513-874-3663

CLEVELAND 8000 Bavana Road Twinsburg, OH 44087 216-963-6789

DALLAS/FT. WORTH 950 S. Shiloh Road Garland, TX 75042 214-487-6200 DENVER 11955 E. Peakview Avenue Englewood, CO 80111 303-792-9230

DETROIT 27000 Wick Road Taylor, MI 48180 313-946-5300

HANOVER 7477 Candlewood Road Hanover, MD 21076 301-859-4560

HAWAII 91-290 Kauhi Street Ewa Beach, HI 96707 808-682-2071

HOUSTON 10 S. Trade Center Parkway Conroe, TX 77385 409-321-1729

INDIANAPOLIS 9200 E. 146th Street Noblesville, IN 46060 317-773-2290

JACKSON 1125 Weems St. Greenway Industrial Park Pearl, MS 39208 601-939-9433

KANSAS CITY/OMAHA 8725 Rosehill Road Suite 400 Lenexa, KS 66215 913-894-6161

LITTLE ROCK 2200 Commercial Street Little Rock, AR 72206 501-375-3282

LOS ANGELES 620 S. Hacienda Boulevard City of Industry, CA 91745 818-968-8311

MEMPHIS 4300 Air Trans Rd. Memphis, TN 38118 901-363-4541

METRO NEW YORK 2101 91st Street North Bergen, NJ 07047 201-854-1100 MIAMI 777 S. Congress Avenue Delray Beach, FL 33444 407-278-6858

MILWAUKEE W. 137 North 9245 Highway 145 Menomonee Falls, WI 53051 414-251-9600

MINNEAPOLIS/ST. PAUL 2864 Eagandale Blvd. Eagan, MN 55121 612-454-6580

NASHVILLE The Oak Complex Suite 106 1100 Kermit Drive Nashville, TN 37217 615-361-8012

OCALA 3010 N.E. 24th St. Ocala, FL 32670 904-732-3166

OKLAHOMA CITY 525 Central Park Drive Suite 525 Oklahoma City, OK 73105 405-524-8411

PADUCAH 1350 North Tenth Street Paducah, KY 42001 502-442-8243

PHILADELPHIA 1100 E. Erie Avenue Philadelphia, PA 19124 215-289-9000

PHOENIX 4650 W. Buckeye Road Phoenix, AZ 85043 602-269-7241

PITTSBURGH 3115 Washington Pike Bridgeville, PA 15017-1497 412-257-5400

RICHMOND 4112 Sarellen Road Richmond, VA 23231 804-222-2222

ROCHESTER 12 Marway Circle Rochester, NY 14624 716-247-3260 ROCKY MOUNT 2217 Hardee's Boulevard Rocky Mount, NC 27801 919-977-7000

SALT LAKE CITY Freeport Center Y-16 Clearfield, UT 84016 801-773-1200

SAN DIEGO 8515 Miramar Place San Diego, CA 92121 619-457-4900

SAN FRANCISCO 2275 Junction Avenue San Jose, CA 95131 408-435-1919

SANTA ANA 601 W. Dyer Road Santa Ana. CA 92707 714-549-8711

SEATTLE 900 Powell SW Renton, WA 98055 206-235-4700

SPRINGFIELD 1045 Sheridan St. Chicopee, MA 01021 413-593-5571

ST. LOUIS/SALEM 502 S. Carty Street Salem, MO 65560 314-729-6131

TAMPA Parke East Industrial Park 7004 East Hanna Tampa, FL 33610 813-621-6677

TUPELO 125 Coley Rd. Tupelo, MS 38802 601-842-3415

2042020846

Cool Whij Butenmann's C car Mayor Lenderds Tang dell-() Toblerone Louis Rich Yuhan Breyer's Rool-Aid ໄດ້ພວກbາຂຶ້ນ Scaltest Cool Whip Velvecta Log Cabin . Bird's Byc Pintenmann's Oscar Mayor Cheek White Post Cercals Je]].() Poblerone Louis Rich Breakstone's Country Time Yuban MiracleAVhip Breyeris Lender's Rool-Aid Miller Beer Löwenbräu Bird's Byc orodiaM Cool Whip Light No Lively Scaltest Velvecta. Mirade Whip Tang Bntennam's Oscar Mayer Check White sioblerence **Event and Meeting** Planners Guide Breakstone's Yuban

PRODUCT USE POLICY

It is the policy of Philip Morris Companies Inc. to use as many of its own products at company-sponsored events as is practical, and to showcase our brands to their best advantage.

Product Use Policy

INTRODUCTION

As the world's largest consumer packaged goods company. Philip Morris Companies Inc. - produces many of the world's most famous brands of foods, beverages and cigarettes. These are the products that make this company profitable, pay our salaries and provide opportunities for growth. It is to our individual and collective advantage to promote these products on every appropriate occasion.

In 1991, Philip Morris and its operating companies sponsored approximately 8⁻⁵ events at which food was served. That translates into 8⁻⁵ opportunities to showcase our products to the widest variety of markets, from the smallest **Kool-Aid** drink mix consumer to the largest institutional user of **Jell-0** gelatin in foodservice applications.

Section One of the Guide is designed to help event planners—and those to whom they report—to make the most of such opportunities in 1992 and the years to come. It sets forth the policy governing the use of our products—and those of our competitors—identifies competitive brands to be avoided, lists sources for our brands, provides billing instructions and outlines approved practices for identifying our brands in printed menus and table displays.

Subsequent sections will cover suggested breakfast and lunch menus and recipes and an extensive dinner menu and recipe guide prepared by the Culinary Institute of America.

PRODUCT USE POLICY

This policy applies to all internal foodservice suppliers, to all who plan events including outside consultants, and to all company related events —from staff meetings and training retreats to brand promotion sporting events and PM-sponsored banquets and receptions at non-profit meetings and conferences.

In applying this policy, planners are expected to use discretion in requiring the use of our products, whether foodservice or retail, by restaurants, hotels and caterers, especially with those vendors who normally use only fresh, unprocessed ingredients. Planners should work with the executive chef handling the event, making sure that the vendor is not asked to do more than he is capable of doing. The use of our products must *enhance* the image of our brands, not detract from it.

Event menus should be based on General Foods, Kraft and Oscar Mayer Foodservice products, which are packaged for large quantities and may be specially formulated for foodservice preparation 1.

When it is necessary to include KGF consumer products in the menu, they should be ordered directly from their KGF production unit, to insure delivery to the vendor or the nearest Kraft Foodservice distributor, in optimum condition. (Planners will have to exercise their own judgment in determining the most efficient delivery point.)

Consumer products not in national distribution should be used only at events taking place in markets where the product can be purchased at retail.

^{&#}x27;To this end, the greatest caution must be employed in ordering retail products for large scale events. Because they are not designed for large-quantity preparation, many retail products do not stand up under institutional conditions. Be guided by the vendor's resources—and advice—in selecting menus requiring retail products that must be processed—whipped, melted, cooked, kept hot, etc.—before they can be served.

2042020851

Do not use competitive brands unless absolutely necessary—if, for an outside event, the KGF brand is unobtainable, it is best to drop that item from the menu. If that is not possible, the product should be served in such a way that the brand cannot be identified.

Competitors' brands of products we do not make —snacks, tuna fish, peanut butter —should be used only when no comparable product is available. (Kraft Foodservice branded items are the preferred alternatives. Contact local Kraft Foodservice distribution centers to review the available brands and products.)

When single service items, i.e., individual salt and peppers, sugars, packaged jellies, condiments, etc., are required, use Kraft-branded items, available through Kraft Foodservice Distribution Centers, or the hotel's own brand.

General Foods coffees —and Maxwell House teas —should be served at every meal, including cocktail receptions, where they are usually offered with Kraft cheese, fruit and/or dessert selections.

All available brands of Miller beer should be offered at any event where it is legal and appropriate to serve alcoholic beverages. If beer is to be available on draft, make sure that Miller taps are on the pumps.

There are no restrictions on wine or spirit brand choices, or on soft drinks and mixers at such events.

Sample cigarettes, ashtrays and matches should be available to smokers at least twenty-one years of age at every event, unless prohibited by law.

Planners are advised to have an assortment of Philip Morris' major brands on hand to give to smokers of competitor brands to encourage them to sample Philip Morris products. A list of comparable brands appears at the end of this document.

Unused food products should be donated to a local food bank through the hotel or caterer, who will know what is required for such donations.

Planners are expected to pay regular prices, including tax, for Company food products. either foodservice or consumer. The unit sponsoring the event will be billed, either through the hotel or caterer, or directly, as the planner indicates. These invoices are to be paid as any supplier's invoice is paid, i.e., approved by the purchaser and charged against the code normally used for event-related purchases.

MANUFACTURERS OF COMPETITIVE BRANDS

American Brands, Inc.

Anheuser-Busch Companies, Inc.

Borden Inc.

Brown & Williamson Tobacco Corp.

Campbell Soup Company

ConAgra, Inc.

Coors Brewing Company CPC International Inc.

General Mills, Inc.

G. Heileman Brewing Company, Inc.

H. J. Heinz Company

Hershey Foods Corporation

Kellogg Company Liggett Group Inc.

Lorillard

Mars, Incorporated

Nestle Foods Corporation

Ralston Purina Company R.J. Reynolds Company

Nabisco Brands, Inc.

Sara Lee Corporation S&P (Pabst, Pearl & Falstaff)

The Procter & Gamble Company

The Ouaker Oats Company

The Stroh Brewery Company

Unilever United States, Inc.

Sysco Corporation (foodservice branded products only) Rykoff-Sexton, Inc. (foodservice branded products only)

KGF & MBC Brands	Acceptable Alternatives (May be used, if necessary)	Competitive Brands (avoid)
Bacon OSCAR MAYER LOUIS RICH turkey bacon	KRAFT Foodservice	No other bacon should be served
Bagels LENDER'S	none	No other bagels should be served
Baked goods		
OROWEAT ³ FREIHOFER'S	ARNOLD PEPPERIDGE FARM local brands or hotel bakery	COLONIAL RAINBO KILPATRICK EARTH GRAIN WONDER HOME PRIDE SARA LEE
cakes ENTENMANN'S FREIHOFER'S	none (You may use items made from scratch by hotel, caterer or local bakery.)	SARA LEE BREAK CAKE
coffee cakes ENTENMANN'S FREIHOFER'S	none (as with cakes)	SARA LEE
COOKIES ENTENMANN'S FREIHOFER'S	none (as with cakes)	NABISCO
donuts ENTENMANN'S FREIHOFER'S	none (You may use hotel-made or <u>unbranded</u> locally made donuts.)	BREAK CAKE
DIES ENTENMANN'S FREIHOFER'S	KRAFT Foodservice (if at all appropriate, have hotel or caterer make pies from JELL-O mixes. Fruit pies baked from scratch by hotel or local bakery are acceptable.)	BREAK CAKE SARA LEE MRS. SMITH'S
rolls FREIHOFER'S OROWEAT	none (as with cakes)	HOME PRIDE SARA LEE
sweet rolls ENTENMANN'S FREIHOFER'S	none (as with cakes)	SARA LEE BREAK CAKE HOSTESS

^{&#}x27;Only available at retail 'ALL Oroweat, Freihofer's and Entenmann's products are ONLY available at retail.

KGF & MBC Brands	Acceptable Alternatives (May be used, if necessary)	Competitive Brands (avoid)
Beverages beer MILLER LITE MILLER GENUINE DRAFT MILLER HIGH LIFE MILWAUKEE'S BEST MEISTER BRAU LEINENKUGEL'S LOWENBRAU SHARP'S MAGNUM MALT LIQUOR MILLER RESERVE LITE ULTRA	none (Be sure to get tap heads changed when serving draft from a bar.)	No other beer should be served
carbonated drinks none	no competitors	none
COFFEES GEVALIA MAXWELL HOUSE SANKA YUBAN	none	No other coffee should be served
fruit drinks COUNTRY TIME CRYSTAL LIGHT KOOL-AID TANG TWIST CAPRI SUN'	KRAFT single service	GATORADE CITRUS HILL MINUTE MAID TROPICANA
fruit juice BIRDS EYE frozen juices	KRAFT Foodservice frozen juices	CITRUS HILL MINUTE MAID TROPICANA
hot cocoa mix BAKERS	none	HERSHEY NESTLES
tea/iced tea MAXWELL HOUSE	TWINING Speciality teas	LIPTONS
vegetable juices none	CAMPBELLS tomato, V8	

^{&#}x27;Only available at retail.

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KGF & MBC Brands	Acceptable Alternatives (May be used, if necessary)	Competitive Brands (avoid)
Candy COTE D'OR chocolate KRAFT Buttermints KRAFT Caramels KRAFT FUDGIES KRAFT Marshamallows KRAFT Peanut Brittle KRAFT Toffee TOBLERONE Chocolate	M&M's REESE'S PIECES HEATH BARS CRACKER JACK	NESTLES HERSHEY DROSTE - TOOTSIE ROLL
Cereals dry POST GRAPE NUTS POST Raisin Bran POST TOASTIES POST FRUIT & FIBER HONEY BUNCHES OF OATS GREAT GRAINS POST Bran Flakes POST Oat Flakes	none (POST brands are not available in food service sizes and only a few in single serving packages. Use retail packages emptied into appropriate serving bowls; identify brand with tent card.)	GENERAL MILLS KELLOGG'S NABISCO QUAKER RALSTON PURINA
hot none	(Use hotel or caterers brand of oatmeal, corn meal or ground wheat and rice cereals.)	·
Cheese natural BEE ROCQUEFORT CASINO CHURNEY EXCELSIOR FROMAGE BLUFRAIS KRAFT LUZZATTI PHILADELPHIA BRAND Cro POLLY-O TINY DANE Camembert LIGHT NATURALS CRACKER BARREL	(Any unusual variety, not imported by KRAFT or available from Kraft Foodservice, may be supplied by the hotel or caterer.)	ALPINE LACE AMPI STATE BLUE MOON BREWSTER COUNTY LINE DORMAN-ROTH GREAT LAKES INTERNATIONAL CHEESE LAND O'LAKES LEPRINO MID-AMERICA FARMS NAVOO BLUE CHEESE PAULY BRAND RASKAS CREAM CHEESE SARGENTO SCHREIBER STELLA TREASURE CAVE

processed/cheese sauce

KRAFT CHEEZ WHIZ VELVEETA KRAFT FREE Products none

No other processed cheese or cheese sauce should be served

KGF & MBC Brands	Acceptable Alternatives (May be used, if necessary)	Competitive Brands (avoid)
Chocolate (cooking) BAKER'S	none	HERSHEY NESTLES DROSTE GHIRARDELLI
Cold Cuts OSCAR MAYER LOUIS RICH	none	No other brand of cold cuts should be served
Condiments barbecue sauce BULL'S-EYE KRAFT OPEN PIT's THICK 'N SPICY	A-1 Sauce LEA & PERRINS Worcestershire sauce HUNT'S ketchup	HEINZ ketchup KC MASTERPIECE CATTLEMAN'S BBQ Sauce HEINZ BBQ SAUCE
mustard KRAFT Mustard	none	FRENCH'S GULDEN'S GREY POUPON
specialty sauces KRAFT Sweet & Sour Sauce KRAFT Tartar Sauce KRAFT Horseradish	(Specialty sauces prepared from scratch by the hotel or caterer are acceptable.)	LA CHOY sweet & sour KIKKOMAN sweet & sour HEINZ tartar sauce
vinegar KRAFT vinegars	(Specialty imported varieties may be used.)	HEINZ vinegars
Crackers none	KEEBLER SUNSHINE local brands specialty brands	NABISCO
Dairy Foods cottage cheese BREAKSTONE'S KNUDSEN SEALTEST LIGHT N' LIVELY	none	BORDON'S VIVA Low-fat
ice cream BREYERS KNUDSEN SEALTEST' FRUJEN GLADJE'	none (Exotic sorbets & sherbets made by the hotel or caterer are acceptable.)	LADY BORDEN HAAGEN-DAZS EDY'S

^{&#}x27;Foodservice brand only. Retail brand is owned by Campbells. Do not list on menus. "Sealtest ice cream and Sealtest sour cream are only available at retail." Only available retail

KGF & MBC Brands	Acceptable Alternatives (May be used, if necessary)	Competitive Brands (avoid)
SCUT CTEAM SEALTEST KNUDSEN BREAKSTONE'S	none	VIVA Low-fat MEADOW GOLD AXELROD
whipped topping COOL WHIP DREAM WHIP	none (Fresh whipped cream may be used whenever desired.)	REDI-WHIP
yogurt BREAKSTONE'S KNUDSEN BREYERS LIGHT N' LIVELY	none	DANNON YOPLAIT COLUMBO MOUNTAIN HIGH
Desserts and Mixes D-ZERTA puddings JELL-O gelatins JELL-O puddings JELL-O custards JELL-O mousses JELL-O cheesecake	none (Puddings, custard, mousses and cheesecakes made from scratch by hotel or caterer are acceptable. Be sure chocolate versions are made with BAKER'S chocolate)	SWISS MISS ROYAL gelatins SNACK PACK MY-T-FINE
Frozen Food* ALL AMERICAN GOURMET BIRDS EYE BUDGET GOURMET	KRAFT Foodservice frozen (Use fresh fruits and vegetables unless there is a compelling reason to use our branded products in quantity servings.) NATURAL RESOURCE fresh produce	GREEN GIANT BANQUET HEALTHY CHOICE
Ham OSCAR MAYER	KRAFT Foodservice	COUNTRY PRIDE ARMOUR SWIFT PREMIUM ECKRICH
Jams & Jellies BREYERS' KRAFT''	none	SMUCKER'S KNOTT'S BERRY FARM
Margarine COUNTRY CHURN PARKAY TOUCH OF BUTTER	KRAFT Foodservice	PROMISE LAND O' LAKES I CAN'T BELIEVE IT'S NOT BUTTER

[&]quot;Only available at retail
"Only available at retail
"Use single service pkgs.

KGF & MBC Brands	Acceptable Alternatives (May be used, if necessary)	Competitive Brands (avoid)
Mayonnaise and Salad Dressings KRAFT Real Mayonnaise MIRACLE WHIP Salad Dressing KRAFT FREE Mayonnaise	KRAFT Foodservice/SALAD SHOPPE KRAFT Extra Heavy Mayonnaise (Mayonnaise made from scratch is acceptable.)	HELLMANN'S WEIGHT WATCHERS SYSCO SEXTON
prepared dressings KRAFT regular and reduced calorie dressings (liquid and dry mix) GOOD SEASONS Salad Dressing Mixes SEVEN SEAS HOUSE Dressings KRAFT FREE Dressings	KRAFT Foodservice HOUSE dressings by KRAFT RANCHER'S CHOICE dry dressing mix. (Vinaigrette dressings made from scratch are acceptable.)	No other branded salad dressings should be used
Pasta' DIGIORNO LUZZATI		MUELLER'S CREAMETTE RONZONI
Pickles CLAUSSEN		VLASIC HEINZ
Pizza TOMBSTONE BOBOLI Crusts	none	CELESTE
Rice MINUTE Rice	KRAFT Foodservice ¹¹ (Wild rice may be used.)	ROBERTS RICE NEAR EAST brand UNCLE BEN'S RICE-A-RONI
Seafood LOUIS KEMP CRAB DELIGHTS KEMP LOBSTER DELIGHTS	none (Use only fresh seafood if LOUIS KEMP is inappropriate or unavailable.)	
Single Service Items KRAFT branded salt & pepper KRAFT condiments KRAFT jams and jellies, honey KRAFT cheeses KRAFT dressings KRAFT spreads	none (Hotel-branded items are acceptable.)	AUNT JEMIMA BORDEN'S CHATSWORTH COOKS DICKENSONS FRENCH'S HEINZ HELLMANN'S KNOTTS BERRY FARM N JOY PPI RYCOFF SEXTON SAVANNA

[&]quot;Minute Rice is not designed for foodservice use. Kraft Foodservice brand is specially formulated for this reason.

KGF & MBC Brands	Acceptable Alternatives (May be used, if necessary)	Competitive Brands (avoid)
		SERV A PORTION SUGAR FOODS SYSCO WELCH'S.
Stuffing Mix STOVE TOP .	none (Stuffing made from scratch by hotel or caterer are acceptable.)	ARNOLD
Snack Foods ch:ps HOSTESS'2 FRITO-LAY'3	FRITO-LAY	EAGLE Brand CAPE COD WISE BORDEN'S RIDGIES NY DELI
cheese flavored none	CHEETOS	CHEEZ DOODLES
nutş none	KRAFT Foodservice	EAGLE Brand PLANTERS
popcorn none	KRAFT Foodservice FRITO-LAY local brands	· CAPE COD
pretzels none	Use local brands	EAGLE brand NABISCO
Syrup KRAFT LOG CABIN LOG CABIN WIGWAM	none Any local or independent brand of 100% maple syrup is acceptable	CARY'S McDONALD'S MRS. BUTTERWORTH'S VERMONT MAPLE ORCHARDS VERMONT MAID AUNT JEMIMA
Tuna none	KRAFT Foodservice	CHICKEN OF THE SEA STAR-KIST
Turkey LOUIS RICH	KRAFT Foodservice	ARMOUR BUTTERBALL

¹²Only available in Canada. ¹³Only in Canada, where we have a coop program with Pepsico.

CIGARETTE BRAND SELECTION

FULL MARGIN BRANDS

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COMPETITIVE*	TAR	SWITCH TO:
Camel Filter	£È.	Mandord Ment Bucks FF
Camel Lts	ŢŢ	Maripora Medium, Merit, Bucks Ets
Capri 100's	ιī	V Slims Superslims
Capr. Men 100's	ιT	V. Slims Superslims Men
Carlton	υLT	Merit Ultima, 8&H DUL, V. Slims UL
Cariton Men	ULT	Merit UL Men, B&H DUL Men, V. Slims UL M
Kent	ŁΤ	Merit, Marlboro Lts, Parliament Lts, 3&H Lts
Kent III	ULT	Merit UL, B&H DUL, V. Slims UL
Kool	FF	Marlboro Men, Merit Men, Alpine, B&H Men
Koci Milds	ĹΤ	Merit Men, Marlboro Lts Men, Alpine Lts
More 120's	FF	Saratoga
More Men 120's	FF	Saratoga Men
More White Lts 120's	LT	V. Slims 120's
More White Lts Men		
120's	LT	V. Slims 120's Men
More Lts 100's	LT	V. Slims Lts
More Lts 100's Men	ιT	V. Slims Lts Men
Newport	FF	Marlboro Men, B&H Men, Alpine, V. Slims Men,
		Merit Men
Newport Lts	LT	Merit Men, Marlboro Lts Men, Alpine Lts, B&H Lts Men
Newport Stripes 100's	ιT	V Slims I ts
Now	ULT	Merit Ultima
Pali Mali	FFLT	Marlboro, Merit, B&H, V. Slims, Marlboro Lits. B&H
	,	Lts, V. Slims Lts
Salem	FF	Marlboro Men, Alpine, B&H Men, V. Slims Men
Salem Lts	LΤ	Merit Men, Marlboro Lts Men, Alpine Lts, B&H Lts
		Men, V. Slims Lts Men
Salem Slim Lts 100's	LT	V. Slims Lts Men
Salem Ult Lts	ULT	Merit UL Men, B&H DUL Men, VS UL Men
Tareyton	ιT	Parliament Lts, Marlboro Lts, Merit, B&H Lts
True 85's	ULT	Merit UL
True 100's	ιT	Merit, Parliament Lts, B&H Lts
Vantage	LT	Merit, Marlboro Lts, Parliament Lts, B&H Lts

*Competitive brands are available in both 85's and 100's unless otherwise noted.

FF-Full Flavor LT-Low Tar ULT-Ultra Low Tar Green - Menthol

COMPET!TIVE*	TAR	SWITCH TO
Vantage Men	ſţ.	Ment Men, Mandura uts Men, B&H ets Men, Albina
		LTS
Vantage UL	ctī	Ment UL, V. Slims UL, B&H DUL
Vantage UL Men	üLΤ	Ment UL Men, V. Silms Ut Men, B&H DCL M.
Winston	FF	Mariboro, Merit, B&H, v. Slims, Bucks FF
Winston Lts	LΤ	Mariboro Medium, Merit, B&H Lts, 7 Stims Lts
Winston UL	ULT	Ment UL, B&H DUL, V. Slims UL

PRICE VALUE BRANDS

COMPETITIVE*	TAD	CMITCH TO	
COMIFETTIVE	<u>tar</u>	SWITCH TO:	
American Filter	FF,LT	Cambridge FF, Lts	
Belair	LT	Alpine Lts, Cambridge Lts Men	
Century	FF,LT	Players Lts 25's	
Doral	FF,LT,ULT	Cambridge FF, Lts & Ults, Bucks	
Doral Menthol	LT	Alpine Lts, Cambridge Lts Men	
Generic	FF,LT,ULT	Cambridge, Bucks, Bristol	
Generic Men	FF,LT	· Alpine, Cambridge Lts Men	
Lucky Lts	LΤ	Cambridge Lts	
Magna 85's	FF	Bucks FF, Cambridge	
Magna Lts 85's	LT.	Bucks Lts, Cambridge Lts	
Malibu	FF,LT	Cambridge FF, Lts	
Malibu Men	ĻΤ	Alpine Lts, Cambridge Lts Men	
Misty Slim	LT	Cambridge Lts, Alpine Lts	
Montclair	FFLT	Bristol FF, Bristol Lts	
Montdair Lt 100 Men	ŧΤ	Bristol Lts 100 Men	
Pyramid	FF,LT,ULT	Bristol FF, Bristol Lts & ULT	
Pyramid Men	ff,LT	Bristol Lts Men	
Raleigh Filter	FF	Bucks FF, Cambridge FF	
Sterling	FF,LT	Cambridge	
Viceroy	FF	Bucks FF,Cambridge FF	

Velvecta.	Light Manage	Scalicac	Cool Whip
Oscar Mayor	ачабиос	Tang	Butennam'
Toblerone	Miller Beer	Bird's Pyc	Jell-()
γ uban	Light N' Lively	Scaltest	Louis Rich
RoolAid	Mirade Whip	Tang	Breyents
Scaltest	Oncer White	Londor's) อีพตาโมร์ลิม
\ ⁱ c]vcc(a.	Breakstone's	Bhyd's Byc	Cool Whip
Oscar Mayor	Bird's Byc	Log Cabin	l9ntcomann's
Toblerone	Olece Whie	Post Cercals	Jell-()
γ uban	Breakstone's	Country Time	Louis Rich
Rool-Aid	Miracle Whip	Londods	Breyerts
ocoeffusM	Miller Beer	Bird's Byc	Lőwcalmga
\ ⁱ c]vcc (.a.	Light Nu Lively	Scaltest	Cool Whip
Oscar, Mahor	Miracle Whip	J'ang	Jontonmann's
Poblerone	Oheer White	Jender ₄ s]}]'(\)'(\)'(\)' 2042020861
)'ນໄນຄຸກ	Breakstone's	Bird's Pyc	ງ ທູກຄວາມກຸຊິນ

Source: https://www.industrydocuments.ucsf.edu/docs/xkwl0000





Luncheon Menu Suggestions

It is the policy of Philip Morris Companies Inc. to use as many of its own products at company sponsored events as is practical, and to showcase our brands to their best advantage.

"The recipes in this guide have been developed by The Culinary Institute of America as an industry service for Philip Morris."

GA- ROBE Light N'Live's Lender Miller E Y 3 20 Light N' 1 Mira de Brankon A CAMP TO THE STREET Chees V Breakste; A CALL Miracle White Strong Cols Marloro Miller Beer The second second The art Light N' Lively Sections Cool Whit Oscar Mayer Miracle Mark Toblerone Cheez Whiz Breakstone Yoban

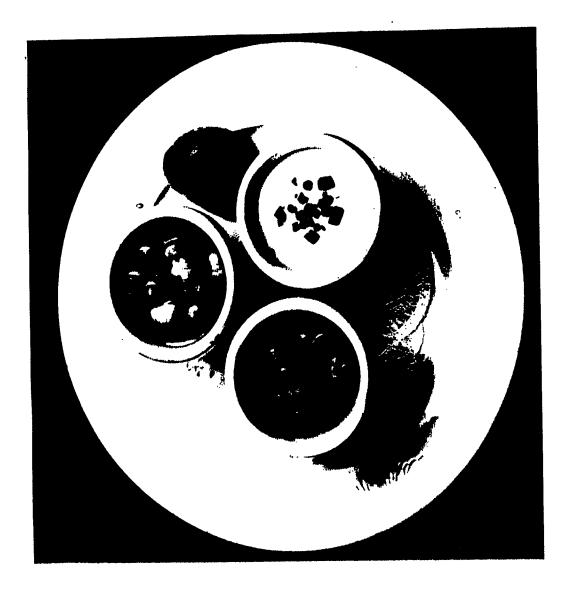
Luncheon Menu Suggestions

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Navy Bean	7
Cheddar Cheese	11
Turkey Vegetable	15
ENTREES	
Potato & Ham Savoyard with Braised Leafy Greens	23
Barbecued Beef Fajita with Corn Salsa, Cabbage & Pineapple Salad	29
Sweet & Sour Chicken with Nappa Cabbage Stir-fry & Toasted Boboli Sesame Triangles	35
•	
DESSERTS	
Lemon Cheese Tarts with Berries & Citrus Sauces	45
Lime & Strawberry Gelee with Caramel Almond Crisps	53
Chocolate Mousse with Meringue Hat & Fresh Fruit Gelee	59

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Poblerone	Miller Beer	Bird's Byc	Jell-O
ynhan	Light N' Lively	Scaltest	Louis Rich
Kool-Aid	Mirade Willin	Tang.	Breyer's
Scalicsic.	Cheez Whis	Lordors	Lowenhigh
Velvecta.	Breakstone's	Bird's Bye	Cool Whip
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Tablerone	Cheez Whiz	Post Corcels	(Jell-()
Yound	Breakstone's	Country Time	Louis Rich
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Oscar Mayor	Mirade Whip	Tang	Bnfennam:
Tablerane	Check White	Lenden's	Brever's
Yuhan	Breakstone's	Bird's Byc	042020866 ได้wenth (ม

Source: https://www.industrydocuments.ucsf.edu/docs/xkwl0000



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Poblerone	Miller Beer	Bhd's Dyc	Jollo
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Velvecta.	Breakstone's	Birdkildve	Cool Whip
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Poblerone -	Cheer Whir	Post Corcels	arul ()
Yoban	Breakstone's	Country Dinc	Lows Midi
Kool-Afd	Mirecic Whit	िलातक हैं	Breyer's
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Poblerone	Chicez Whiz	Lendors	B) CVC) S
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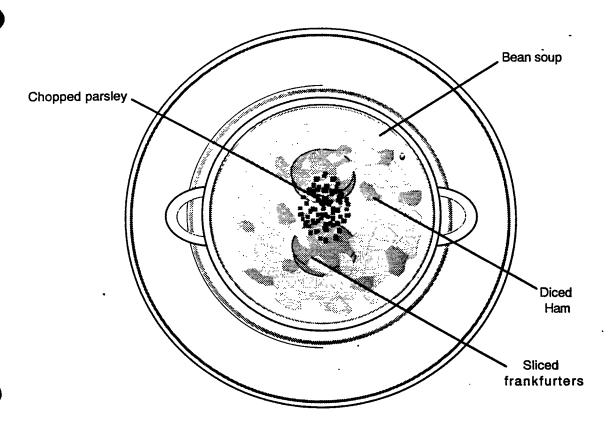
Navy Bean Soup

Navy Bean Soup Ingredients & Hethod

Ingredients	Yield: 1 Gallon
Navy Beans (soaked in water overnight)	2 lbs.
Oscar Mayer Golden Jubilee Ham, 1/4 inch dice	8 oz.
Chicken stock	5 qts.
Diced onions	2 lbs.
Carrots, diced	1 lb.
Celery, diced	1lb.
Oil	60z.
Garlic,minced	1tsp.
Potatoes, diced	2 lbs.
Vinegar (cider)	1/4 cup
Parsley chopped	1/2 tsp.
Oscar Mayer frankfurters, sliced	10 ea.
Salt and pepper	to taste

- 1. Remove water from beans.
- 2. Saute onions, carrots, celery and garlic in oil.
- 3. Add stock and drained beans.
- 4. Simmer until beans are tender.(add more stock if necessary)
- 5. Puree half the beans and return to soup.
- 6. Add diced ham.
- 7. Add potatoes and cook until tender.
- 8. Season with salt and pepper and vinegar.
- 9. Garnish with sliced frankfurters and parsley.

. Navy Bean Soup



Soup is shown in bouillon cup with underliner

Soup Description:

Note:

Navy bean soup according to recipe Soup:

Beans, meat and vegetables in soup Garnish: Sliced frankfurters and parsley

· Place bean soup in soup cup or bowl Method of Serving:

· Arrange two pieces of sliced frankfurter in the

center on top of the soup

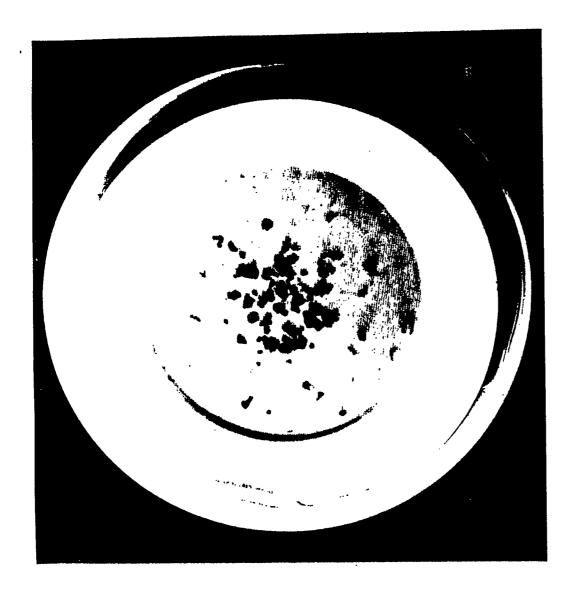
· Sprinkle with chopped parsley

Soup may be served in a bouillon cup as shown or a

soup bowl with underliner

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Oscar Mayer	Londor's	Tang	Dutenmer s
Toblerone	Miller Beer	Bird's Bye	Jell ()
yaban ·	Dight Nu Dively	Scalicst	Louis Rich
RookAid	Mirade Whip	Pang	- Breyor's
Scaltest	Olicer Whin	Leuder's	Löwcatorar
Velvecta.	Breakstone's	Birde Byc	Coo Wiffi
Oscar Mayer	Bird's Dyc	Log Callin	Jýi(Giniai m k
Poblerone -	Orces Whis	2185'r5Q',120'f	Jollo
Yuhsu	Breakstone's	Country Time	Louis Rich
. Kaal-Aid	Mirade Whip	Londor's	Breyer's
Marlhoro	Miller Been	Bird's Byc	Lowenbran
Velvecta. Project	Digit. N. Pyvela	Scaltest	Cool Whip
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Toblerone	Officez Whiz	lengo's	Brever's
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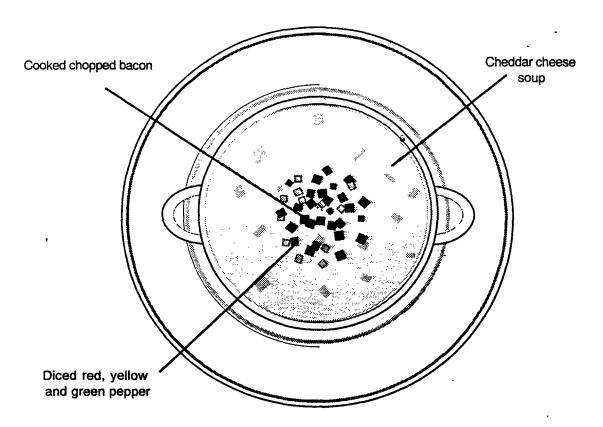


Cheddar Cheese Soup Ingredients & Hethod

Ingredients:	Yield: 1 Gallon
Onion, finely diced	5 oz.
Parkay margarine	4 oz.
Flour	4 oz.
Paprika	1 tsp.
Kraft mustard	
Chicken stock	5 cup
Heavy cream	5 cup
Kraft Colby cheese	1 lb.
Worcestershire sauce	4 tsp.
Milk	6 oz.
Salt and pepper	to taste
Garnish:	
Yellow pepper, 1/4 inch dice	1 ea.
Red pepper, 1/4 inch dice	1 ea.
Green pepper, 1/4 inch dice	1 ea.
Oscar Mayer bacon, crisp, chopped	3 oz.

- 1. Melt butter and saute onion until translucent. Add flour and cook for 5 to 8 minutes. (blonde roux)
- 2. Add chicken stock and simmer for 45 minutes.
- 3. Add all seasonings and cream, heat to boiling point.
- 4. Saute the garnish with a small amount of olive oil.
- 5. Place garnish and shredded cheese on top of soup. (do not reheat to boiling).

Cheddar Cheese Soup



Soup is shown in bouillon cup with underliner

Soup Description:

Soup: Cheddar cheese soup according to recipe

Garnish: Cooked chopped bacon, cooked diced red, yellow

and green pepper

Method of Serving:

· Place cheddar soup in soup cup/bowl

· Arrange chopped bacon, diced red, yellow and

green pepper in the center, on top of soup

Note: Soup may be served in a bouillon cup as shown or

soup bowl with underliner

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shlerone.	Miller Beer	Blid's bye	dell.()
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Velvecta.	Breakstone's	Bud's byc	Cool Whit
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Toblerone.	Cheez Whiz	Post Cereals) Jell ()
Yuhan	Breakstone's	Country Time	Louis Rich
RoolAid	Miracle Whip	Loudorts	Breyer's
Marlhoro	Miller Beer	Bird's Bye	Löwenbräg
Velvecta.	Light No Lively	Scalicsi.	Cool Whip
)scaj Mayer -	-Miracle With	Tang	Portennam's
Toblerone.	Olicer Whiz	Londor's	Brever's
Yuban	Breakstone's	Bird's live	2042020876
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Turkey Vegetable Soup with Cheese Wafers

Turkey Regetable Proprint Comme Sugredients & Method



Ingredients	Yield:	1 Gallon
Louis Rich Turkey (cut in 1/4 in. cube	∋s)	1 lb.
Chicken or Turkey broth		1 gal.
Oil or butter		4 oz.
Turnips,1/4 inch dice		4 oz.
Carrots, 1/4 inch dice		4 oz.
Celery,1/4 inch dice		4.oz.
Onions 1/4 inch dice		4 oz.
Leeks, cut paysanne		8 oz.
Cabbage, cut paysanne		4. oz
Garlic, minced		2 cloves
Potatoes, 1/4 inch dice	6 oz.	
Vinegar (cider)		1/4 cup
Lima beans or green beans		4 oz.
Corn, frozen		4 oz.
Tomato concassee		4 oz.
Salt, pepper		t.t.
Parsley chopped		2 tsp.

Method

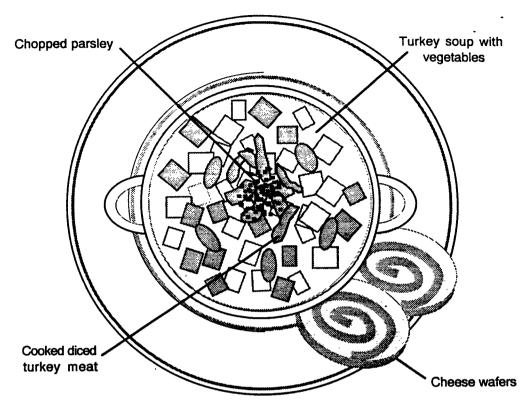
- 1. Sweat turnips, carrots, and celery in oil until 1/2 way cooked.
- 2. Add onions, leeks, cabbage and garlic, sweat 3 -4 minutes longer.
- 3. Add turkey and stock to vegetables, simmer until turkey is tender.
- 4. Add beans and corn, simmer 3-4 minutes, add tomato concassee, return to a simmer.
- 5. Season, add parsley just before serving.

Option.

Cheese wafers may be served with the soup. (recipe follows)



Turkey Vegetable Soup



Soup is shown in bouillon cup with underliner

Soup Description:

Soup: Turkey vegetable soup according to recipe

Garnish: Vegetables in soup

Cooked diced turkey meat

Method of

Serving: • Place turkey soup in soup cup or bowl

(be careful to include the proper amount of vegetables)

• Place turkey meat in center on top of soup

• Sprinkle soup with chopped parsley

• Place two cheese wafers on the edge of the underliner

Note: Soup may be served in a bouillon cup as shown or soup

bowl with underliner

Cheese Wyfers Ingredients & Hethod



Ingredients Yield: 12 crackers

Flour, sifted	1 cup
Salt	1/2 tsp.
Ice water	3-5 Tbsp.
Kraft cheddar cheese, grated	3/4 cup
Egg white slightly beaten	1 ea.
Butter	1/3 cup

- 1. Sift flour and salt together
- 2. Cut in fat (course meal)
- 3. Add water gradually until moist.
- 4. Roll out 1/8" thick, spread half the dough with half the cheese.
- 5. Roll like jelly roll, sprinkle roll with remaining cheese.
- 6. Wrap in saran and chill.
- 7. Slice and arrange on ungreased sheet pan.
- 8. Bake at 450°F for 8-10 minutes.





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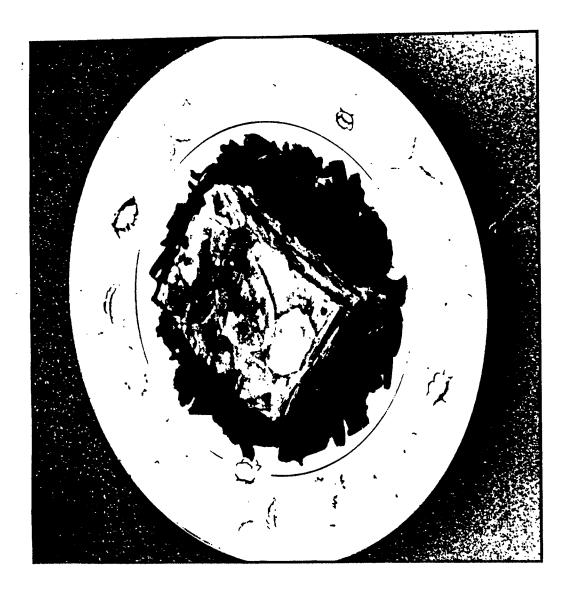
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Potato and Ham Savoyard

Lotato and Ham Savoyard Ingredients & Hethod



Ingredients	Yield: 12 portions
_	/15 for smaller appetites
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Potatoes, peeled, and sliced wafer thin.	6 lbs.
Kraft Swiss Cheese, shredded	1-1/2 lbs.
Oscar Mayer Buffet Jubilee Ham, 16 slices	3 lbs.
Onions, sliced	8 oz.
Garlic, chopped	6 cloves
Eggs	. 8
Butter	2 oz.
Salt	3 tsp.
White pepper	1/2 Tbsp.
Chicken stock, hot	1 qt.
Kraft Parmesan cheese, shredded	4 oz.

- 1. Grease hotel pan with 1 oz. butter.
- 2. Sprinkle garlic in the bottom of pan.
- 3. In a large bowl combine potatoes, beaten eggs, Swiss cheese, salt and pepper, blend well.
- 4. Place 1/3 of potato mixture evenly over the bottom of the pan.
- 5. Arrange 8 slices of ham evenly over the top of the potatoes.
- 6. Place 1/3 of potatoes over ham.
- 7. Layer remaining ham over potatoes.
- 8. Finish with remaining potatoes, press down slightly.
- 9. Cover with 1 quart of stock, sprinkle with Parmesan cheese, dot with remaining butter.
- 10. Bake in a preheated 350°F oven for 90 minutes, until potatoes are tender and the top is nicely browned.
- 11. Let rest for 15 to 20 minutes and cut into desired portions.

Braised Leafy Greens Ingredients & Hethod

Ingredients

Yield:12 portions

Assorted leafy greens cut in 1 inch pieces.	5 lbs.
Beet greens, mustard greens, Swiss chard, spinach	
Garlic, chopped	4 cloves
Onion, sliced	1 lb.
Butter	3 oz.
Pepper	1 tsp.
Salt	3 tsp.
Nutmeg	1/4 tsp

- 1. Wash and clean greens thoroughly, drain well.
- 2. Cut into 1 inch pieces.
- 3. Heat butter in a large pot with a tight fitting lid.
- 4. When hot add garlic, cook for 1 minute, add onion.
- 5. When onion is translucent add greens, stir.
- 6. Cook for 2 to 3 minutes, stir and add seasoning.
- 7. If too much liquid has accumulated you may thicken this with a cup or two of quick oats.
- 8. Serve in a 2 inch pan with Potato Ham Savoyard.

Potato and Ham Savoyard with Braised Leafy Greens

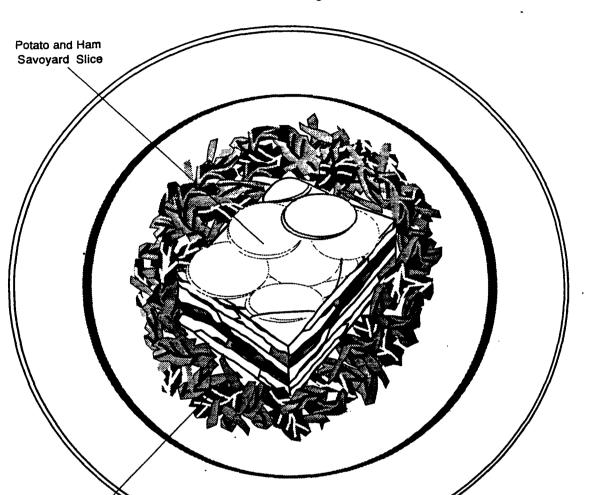


Plate **Description:**

Potato and Ham Savoyard:

Braised Leafy Greens

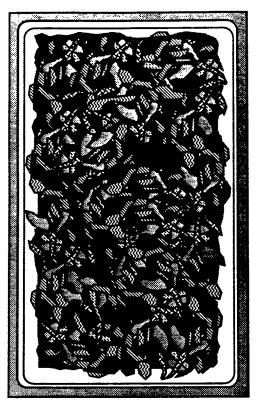
> 3 layers of sliced potatoes alternated with 2 layers of sliced Oscar Mayer Buffet Jubilee Ham, flavored with grated Kraft Sandwich-Cut Swiss Cheese, prepared according to recipe. Cut Potato and Ham Savoyard in a rectangle and place in the center of a plate

Braised Leafy Greens:

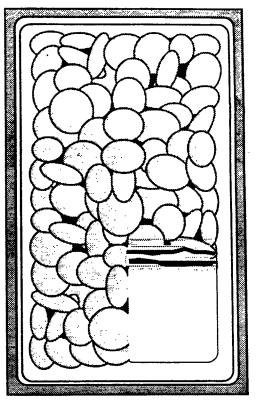
An assortment of seasonal greens (ex. mustard, beet, spinach, chard, etc.) prepared according to recipe. Portion cooked greens around the edges of the Potato and Ham Savoyard to form a circle

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Potato and Ham Savoyard with Braised Leafy Greens Chafing Dish Presentation for 12 Portions



Hotel pan showing Braised Leafy Greens



Hotel pan showing Potato and Ham Savoyard (two portions have been removed to show interior of item)

Hotel Pan Description:

Potato and Ham Savoyard:

3 layers of sliced potatoes alternated with 2 layers of sliced Oscar Mayer Buffet Jubilee Ham, flavored with grated Kraft Sandwich-Cut Swiss Cheese. Prepare ingredients according to recipe, cook in the hotel pan, clean edges of pan before presenting.

Braised Leafy Greens:

An assortment of seasonal greens (ex. mustard, beet, spinach, chard, etc.) prepared according to recipe. Portion cooked greens in a hotel pan.

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Source: https://www.industrydocuments.ucsf.edu/docs/xkwl0000



Barbecued Beef Fajita

Barbecued Beef Fajita with Corn Salsa, Cabbage and Lineapple Salad Ingredients & Hethod

Barbecued Beef Fajita

Ingredients: **Yield: 12 portions**

Oscar Mayer, roast beef, top round,

cooked, sliced wafer thin.	3 lbs.
Oven Pit barbecue sauce	4 cups
General Foods sweet and sour sauce	2 cups
Stock or water	3 cups
Flour tortillas, 10 inch.	24 ea.

- 1. Combine all ingredients, except tortillias, and heat in low oven at 325°F until hot, 25 to 35 minutes.
- 2. Heat flour tortillias in microwave until hot.
- 3. Brush or dip each tortillia with hot barbecue sauce to avoid breaking and tearing.
- 4. Lightly grease a 2 inch hotel pan with vegaleen.
- 5. Fill each with 2 oz of barbecue beef mixture and roll up envelope style, and place in pan.



Cabbage and Lineapple Salad Ingredients & Hethod

Method: Yield: 12 Portions

Savoy cabbage, one inch dice

Pineapple chunks, fresh

Kraft cole slaw dressing

Pepper

Salt

Chives, chopped, (for garnish)

optional

2 lbs.

1 lb.

1 lb.

1 tsp.

2 cups

1 tsp.

2 Tbsp.

Method:

- 1. Combine all ingredients except chives and reserve.
- 2. Serve cabbage salad in a separate bowl.

Gorn Salsa

Ingedients & Sethod

Method: Yield: 12 Portions

Kraft Prestige corn relish

Red onion, chopped

Red pepper

Green pepper

Jalapeno pepper, chopped very fine
Lime juice, fresh

Scallion (green onion), sliced,
(for garnish) optional

- 1. Combine all ingredients except scallions and reserve.
- 2. Place salsa in the center of the plate and sprinkle with sliced green onion.

Barbecued Beef Fajita with Corn Salsa, Cabbage and Pineapple Salad

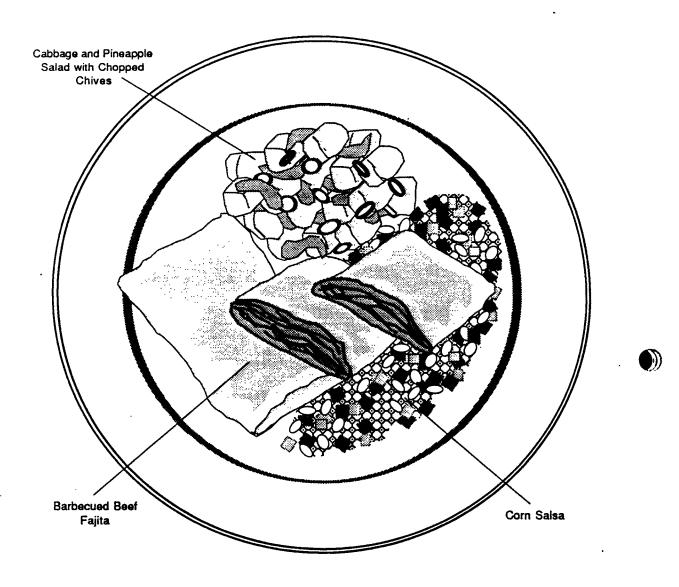


Plate Description:

Barbecued Beef

Frajita:

Prepare according to recipe, place one frajita on the plate, cut the second frajita in half and placed overlapping the first frajita as

illustrated

Corn Salsa:

Prepare according to recipe, pooled around frajita as illustrated

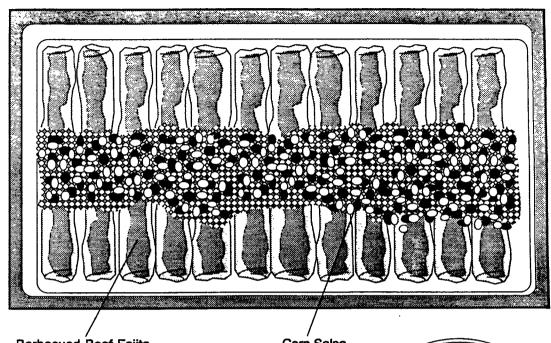
Cabbage and Pineapple Salad:

Prepare according to recipe, place on the plate above the frajita as

illustrated, sprinkle with chopped chives

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Barbecued Beef Fajita with Corn Salsa, Cabbage and Pineapple Salad Chafing Dish Presentation 12 portions

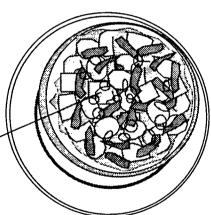


Barbecued Beef Fajita

Corn Salsa

Hotel Pan Showing Presentation

Cabbage and Pineapple Salad with Chopped Chives



Hotel Pan Description:

Side Bowl Presentation

Barbecued Beef

Fajita:

Prepare according to recipe, arrange in two rows, side by side,

down the length of a hotel pan, as illustrated.

Corn Saisa:

Prepare according to recipe, place in the center, on top of the row

of fajitas.

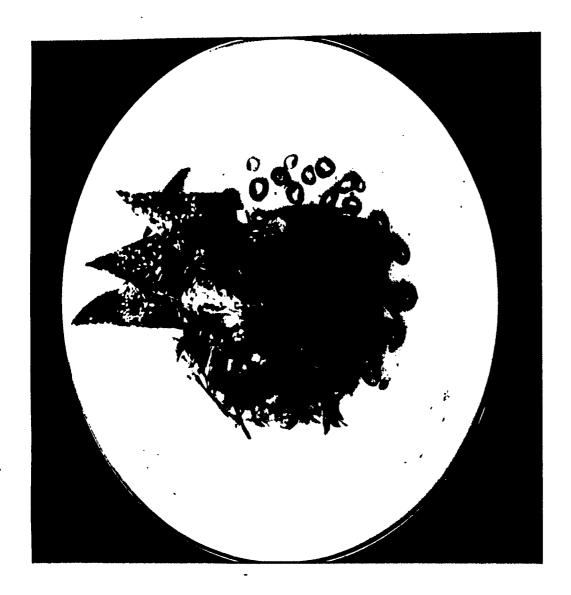
Cabbage and Pineapple Salad:

Prepare according to recipe, serve in a bowl with underliner,

place next to chafing dish

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Sweet and Sour Ghicken Breast

Sweet and Sour Chicken Breast

Ingredients & Hethod



Ingredients

Yield:12 portions

Chicken breasts, Teriyaki style 12 ea.
Sauce Works sweet and sour sauce 1 qt.
Stock 1 cup

- 1. Place chicken on lined sheet pan evenly.
- 2. Brush chicken with sweet and sour sauce.
- 3. Place in oven and cook for 8 minutes.
- 4. Remove, brush again, and cook 8 minutes more.(do not over cook)
- 5. Use remaining sauce and thin down with stock for chafing dish.



Sweet and Sour Chicken with Nappa Cabbage Stir-Fry and Toasted Boboli

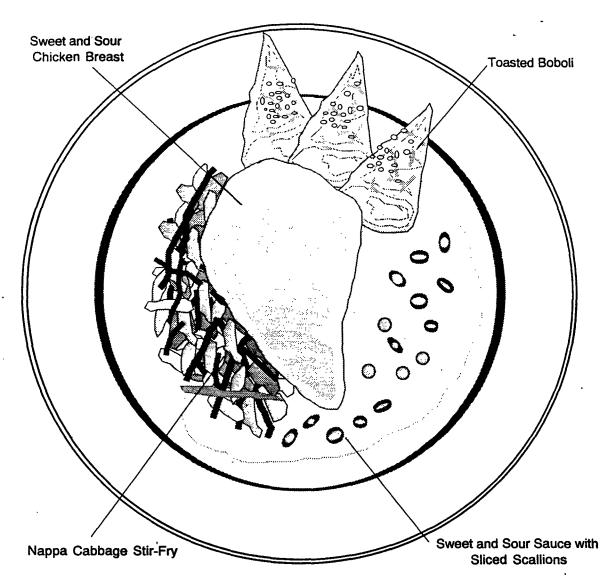


Plate Description:

Sweet and Sour Chicken Breast:

Prepare and cook chicken according to recipe, arrange in the center of a plate on a bed of Nappa Cabbage Stir-Fry.

Nappa Cabbage Stir-Fry: Prepare and cook cabbage according to recipe, arrange on the side of plate as illustrated.

Toasted Boboli:

Prepare according to recipe, cut into 6 wedges, arrange 3 wedges

overlapping each other behind chicken, as illustrated.

Sauce:

Pool Sweet and Sour Sauce in front of chicken, sprinkle with

sliced scallions.

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Nappa Gabbage Stir-Fry Ingredients & Hethod



Ingredients

Cabbage Nappa or other white cabbage	3 lbs.
cut into 1/2 inch chunks	
Kraft vegetable oil	1/2 cup
Sesame oil	1 Tbsp.
Fresh ginger, chopped	1 Tbsp.
Fresh garlic, chopped	1 Tbsp.
Scallions, chopped, bottoms only	2 Tbsp.
Carrots, julienne	2 cups
Hot chili paste (optional)	1/2 Tbsp.
Green onion tops	1 cup
Mushroom soy sauce	1 Tbsp.

Yield: 12 portions

- 1. Heat large sautoir on high heat.
- 2. Add oils
- 3. Add ginger, garlic, and scallions.
- 4. Cook for 1-1/2 minutes to develop flavor.
- 5. Add carrots and cook for 1 minute longer.
- 6. Add cabbage and cook until al dente.
- 7. Add chili paste.
- 8. Stir once more and remove from heat, taste and adjust seasoning.





Toasted Boboli Sesame Triangles Ingredients & Hethod

Method: Yield: 12 Portions

Boboli, 6 inch. 4 ea.
Kraft vegetable oil 1/2 cup
Sesame seeds 2 Tbsp.

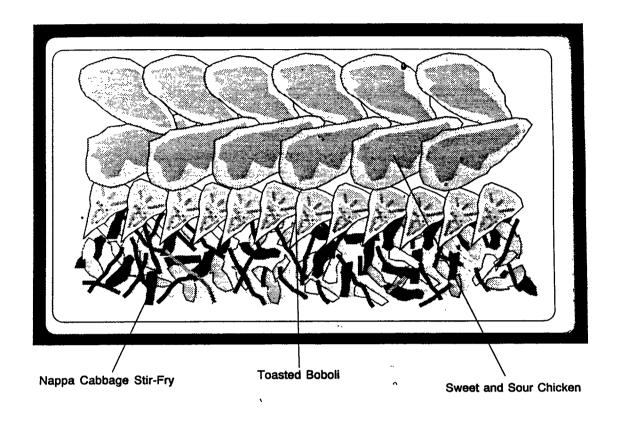
- 1. Split boboli carefully.
- 2. Drizzle top and bottom of of boboli with oil.
- 3. Sprinkle with sesame seeds.
- 4. Cut each 6 inch disc into 8 wedges.
- 5. Place on sheet pan and toast in oven at 350°F, until crisp, reserve.

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Sweet and Sour Chicken with Nappa Cabbage Stir-Fry and Toasted Boboli

Chafing Dish Presentation for 12 portions



Hotel pan showing presentation

Hotel Pan Description:

Sweet and Sour Chicken:

Prepare according to recipe, arrange in two overlapping rows down the length of the hotel pan, as illustrated.

Nappa Cabbage Stir-Fry: Prepare according to recipe, arrange down the length of the hotel pan next to the chicken.

Toasted Boboli:

Prepare according to recipe, arrange in one overlapping row down the length of the hotel pan, next to the chicken, on top of cabbage (add the boboli to the presentation just before service to prevent loss of

crispness)

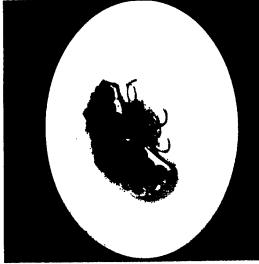
Sweet ane Sour Sauce:

Present in a sauce boat, place next to the chafing dish

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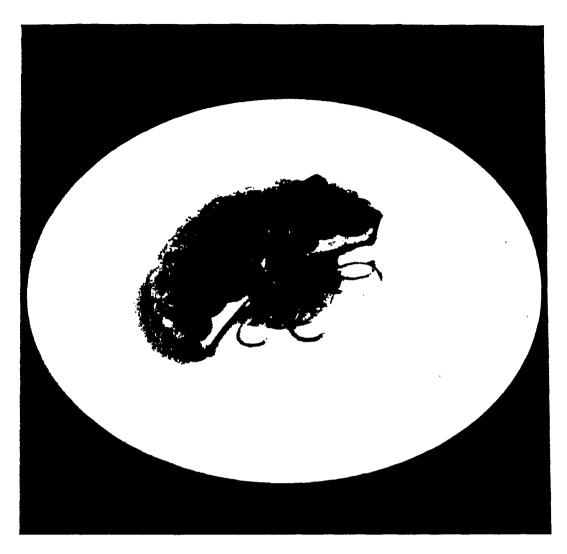




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Lemon Cheese Tarts with Berries

Lemon Cheese Farts with Berries and Citrus Sauces Components & Serving Method

Components:	1 plate	
Cheesecake wedges (recipe to follow)	3 ea.	
Lime sauce (recipe to follow) Lemon sauce (recipe to follow)	1/2 oz. 1/2 oz.	
Lime confit (recipe to follow)	3 pieces	
Lemon confit (recipe to follow)	3 pieces	
Raspberries or blackberries (21 ea.)	2-1/4 oz.	
Powdered sugar	as needed	

Method of serving dessert:

- 1. Arrange cheesecake wedges on plate
- 2. Pool lime sauce in center of plate
- 3. Pool lemon sauce around lime sauce.
- 4. Arrange berries on cheesecake wedges.
- 5. Add confit of lemon and lime to sauces.
- 6. Sprinkle edges of cheesecake with powdered sugar.



Cheesecake

Ingredients & Hethod

Ingredients:

Yield: 36 wedges / 9 tarts

Cookie crust (recipe to follow)	2 oz.
Cheesecake:	
Milk	& oz.
JELL-O cheese cake	· 8 oz.
Lemon, grated	2 tsp.
Lemon juice	1-1/2 oz.
Cool Whip	8 oz.

Method:

- 1. Carefully roll out Hazelnut cookie crust, line 6" tart pans, pre-bake in a 350°F oven until done, cool.
- 2. To make cheesecake; combine milk, **JELL-O** cheesecake, grated lemon and lemon juice, whip for 3 minutes, scraping sides of bowl.
- 3. Fold in Cool Whip.
- 4. Fill pre-baked cooled tarts, chill until set, cut each tart into four pieces (each portion will need 3 wedges).

Hazelnut Grust

Ingredients & Sethod

Ingredients: Yield: 9 tarts

Butter	12 oz.
Sugar	9 oz.
Hazelnuts, fine ground	8 oz.
Fine cake crumbs	2 oz.
Egg	1 ea.
Egg yolk	1 ea.
Cake flour	15 oz.
Cinnamon	1/8 tsp.
Vanilla	1/4 tsp.
Calumet Bakina Powder	1/8 tsp.

- 1. Cream butter and sugar.
- 2. Add egg, egg yolk, and dry ingredients, mix until combined.
- 3. Refrigerate, before using.



Lime Sauce Ingredients & Hethod

Yield: 12 servings Ingredients:

8 oz. Water Lime JELL-O 2 oz. 1/4 oz. Lime juice 1/4 oz. Lime syrup

Method:

- 1. Heat water, add lime JELL-O and dissolve.
- 2. Add lime juice and lime syrup, stir in, cool to 80°F and use when sauce starts to thicken

Lemon Sauce Ingredients & Lethod

Yield: 12 portions Ingredients:

10 oz. Milk 1-1/4 oz. **JELL-O** Lemon pudding Lemon, grated 1/4 tsp.1 oz. Lemon syrup

Method:

1. Combine all ingredients, whip for 3 minutes.

Simple Syrup Snyredients & Hethod

Ingredients:

Yield:18 oz.

Water 8 oz. Sugar 8 oz. Lemon zest 1 oz. Lime zest 1 oz.

Method:

- 1. Combine all ingredients, bring to a boil.
- 2. Store in the refrigerator.

Lime and Lemon Confit with syrup Sethod

Method:

- 1. Blanch lime and lemon zest separately in water, drain.
- 2. Poach zests in simple syrup separately until tender, do not boil.
- 3. Store in refrigerator.

Use syrup for flavoring, use zest for decorating

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Lemon Cheese Tarts with Berries and Citrus Sauces

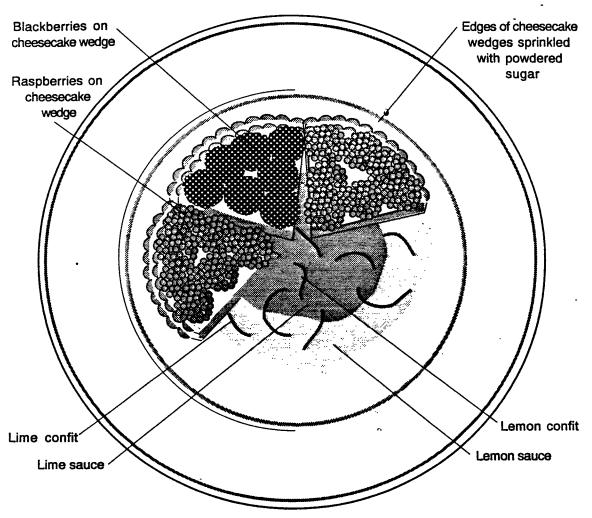


Plate Description:

Dessert:

Cheesecake wedges with raspberries and blackberries on top

according to recipe

Lemon sauce with lemon confit according to recipe Lime sauce with lime confit according to recipe

Garnish:

Sauces with confit

Method of Serving:

- · Arrange cheesecake wedges on plate
- · Pool lime sauce in center of plate
- Pool lemon sauce around lime sauce
- · Arrange berries on cheesecake wedges
- · Add confit of lemon and lime to sauce
- · Sprinkle edges of cheesecake wedges with powdered sugar

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Lime and Strawberry Gelee

Lime and Strawberry Gelee Components & Hethod

Components:	Yield: 1 plate
	û
Lime gelee (recipe to follow)	3 oz.
Strawberry gelee (recipe to follow)	2 oz.
Caramel almond crisp (recipe to follow)	2 each
Strawberry salsa (recipe to follow)	1 oz.
Powdered sugar	as needed

Method of serving dessert:

- 1. Fill the bottom of a white wine glass with 1 oz. of lime gelee, allow to set.
- 2. For the next layer add 1 oz. of strawberry gelee, allow to set.
- 3. Repeat this process, with a layer of lime gelee, strawberry gelle and a final layer of lime gelee, chilling between each layer.
- 4. Spoon 1oz. of strawberry salsa on the top of each dessert.
- 5. To arrange dessert; place wine glass on paper doily on plate.
- 6. Arrange 2 caramel almond crisps on edge of plate.

Lîme Gelee Ingredients & Hethod

Ingredients: Yield: 12 servings

Water 12 oz. 6 oz. Lime JELL-O 18 oz. **Knudsen Yogurt**

Method:

- 1. Heat water, add lime JELL-O and dissolve.
- 2. Add Knudsen yogurt, stir in, cool to 80°F and fill into wine glasses as described in dessert assembly.

Strawberry Gelee Ingredients & Sethod

Yield: 12 portions Ingredients:

10 oz. Water **Strawberry JELL-O** 5 oz. Strawberry puree 10 oz.

- 1. Heat water, add strawberry JELL-O and dissolve.
- 2. Add strawberry puree, stir in, cool to 80°F and fill into wine glasses as described in dessert assembly.

Strawberry Salsa Ingredients & Hethod

Ingredients: Yield: 12 portions

Fresh strawberries, chopped	6 oz.
Lime confit, julienne	1/4 oz.
recipe included with lemon cheese tarts)	
Lime syrup	2 oz.
Tequila	2 oz.
Strawberry puree 10%	2 oz.

Method:

1. Combine all ingredients, mix together.

Garamel Mond Grisps Ingredients & Sethod

Ingredients: Yield: 24 each

Kraft Caramel Cubes 24 ea. Almonds, slivered 2 oz.

- 1. Roll out **Kraft caramel cubes** to 3-1/2", place almonds on top.
- Bake in a 325°F oven until well browned, cool slightly.
- 3. While still warm, shape over mold, store in an airtight container.

Lime and Strawberry Gelee with Caramel Almond Crisps

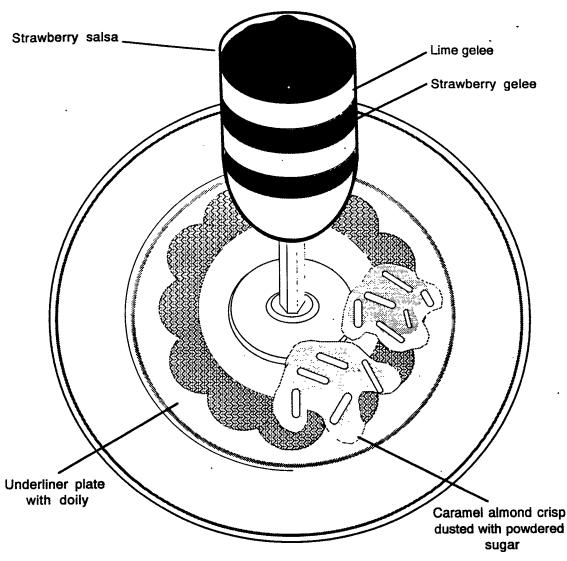


Plate Description:

Dessert:

Lime gelee, strawberry gelee, strawberry salsa according to

recipe

Garnish:

Caramel almond crisp dusted with powdered sugar

Method of Serving: Wine glass filled in the following order:

- · First layer from bottom lime gelee
- · Second layer strawberry gelee
- · Third layer lime gelee
- · Fourth layer strawberry gelee
- · Fifth layer lime gelee
- · Top layer strawberry salsa

Place two caramel almond crisps on the underliner

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Chocolate Lousse with Meringue Hat

Chocolate Mousse with Heringue Hat on Fresh Fruit Gelee

Components & Method

Components: Yield: 12 portions

Chocolate mousse (recipe to follow)

Meringue (recipe to follow)

Lemon gelee

2 oz.

Fresh fruit (in season)

Toasted sliced almonds

1 portion
2 oz.
3 slices

Method of serving dessert:

- 1. Place fruit in soup plate, allow room in the center for the chocolate mouse.
- 2. Pour lemon gelee over the fruit and allow to set in the refrigerator.
- 3. Place chocolate mousse in center of the plate.
- 4. Place meringue on top of chocolate mousse.
- 5. Arrange 3 slices of toasted almond on top of meringue.

Lemon Gelee Ingredients & Hethod

Ingredients:	Yield: 1	12 p	portions
--------------	----------	------	----------

Lemon JELL-O	4 oz.
Wine	12 oz.
Orange juice	12 oz.
Mixed fresh fruit	24 oz.

- 1. Heat wine and orange juice.
- 2. Pour over Lemon JELL-O and dissolve.
- 3. Cool to 80°F and pour over arranged fresh fruit, chill.

Chocolate Mousse with Meringue Hat on Fresh Fruit Gelee

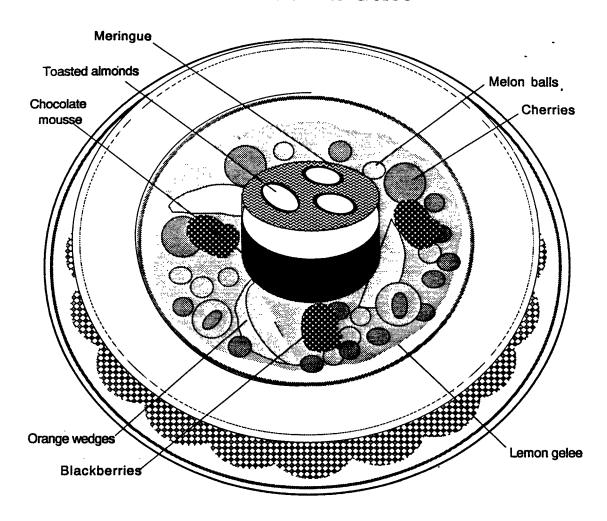


Plate Description:

Dessert:

Chocolate mousse with meringue hat with toasted almonds

according to recipe

Lemon gelee according to recipe

Garnish:

Fresh fruit arranged in lemon gelee

Method of Serving:

- · Place fruit in soup plate allow room in center for mousse
- · Pour lemon gelee over fruit, allow to set in refrigerator
- · Place chocolate mousse in center of plate
- · Place meringue on top of chocolate mousse
- Decorate top of meringue with toasted almonds

Chocolute Mousse

Ingredients & Wethod

Ingredients: Yield: 12 portions

Chocolate Whip N' Chill Mousse	10 oz.
Milk	5 oz.
Vanilla bean, scraped out	1/4 tsp.
Cool Whip	6 oz.
Chocolate, grated	3 oz.
Rum, dark	2 tsp.

Method:

- Combine chocolate Whip N' Chill, milk, vanilla bean, whip for 10 minutes
- 2. Fold in Cool Whip, grated chocolate and rum.
- 3. Fill into molds, (2" diameter x 1-1/2" high), freeze.
- 4. Unmold just before service by dipping mold in hot water for a few seconds, then turn mold over, tap edge and drop mousse onto tray, refreeze if necessary, remove to plate when needed.

Meringue Ingredients & Method

Ingredients: Yield: 12 portions

Egg whites	4 ea.
Sugar	3 oz.
Vanilla, extract	1/8 tsp.

- 1. Combine egg whites and sugar, whip until stiff peaks, add vanilla.
- 2. Spread meringue 3/4" thick on parchment paper on a sheet pan.
- 3 Bake in a 350°F oven until browned, (do not let meringue rise).
- 4. Cool, cut with 2" cutter.

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Deli Menu Suggestions

It is the policy of Philip Morris Companies Inc. to use as many of its own products at company sponsored events as is practical, and to showcase our brands to their best advantage.

"The recipes in this guide have been developed by The Culinary Institute of America as an industry service for Philip Morris."

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Luncheon Menu Suggestions

	Cotto Salami and Luzzati Provolone Cheese Plate	_ 5
	Smoked Turkey with Mixed Greens, Cornbread and Cranberry Sauce	_ 9
	Fruit, Cheese, and Cold Cut Plate with Waldorf Salad and French Croutons	- 15
	Roast Beef with Mixed Greens, European Salad and Slaw	. 21
)	Ham and Swiss on a Pumpernickel-Raisin Baget with Mixed Greens, Walnuts and Bleu Cheese	_ 27
	Mexican Pizza with Smoked Turkey and Cobb Salad	_ 31
	Cold Cut and Cheese Platters for 12 or 36	_ 37

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Gotto Salami & Juzzati Provolone Cheese Plate

Cotto Salami and Luzzati Provolone Cheese Dlate Ingredients & Hethod

Ingredients:	Yield: 1 plate
Cotto salami	· 3 oz
Luzzati provolone cheese	2 oz.
Plum tomato, sliced	1 oz.
Red onion, thinly sliced	3/4 oz.
Mixed greens	3/4 oz.
Royal pepperoncine	1 each
Royal black olives	2 each
Lender's onion bagel	1 each
Kraft golden Italian	1 tsp.

- 1. Split bagel and slice in half.
- 2. Slice each half-bagel in half again.
- 3. Arrange the four half-slices of the bagel around the plate, forming a circle, the cut side of the bagel facing down
- 4. Arrange slices of salami on top of bagels; next arrange the provolone, thinly sliced onions, sliced plum tomatoes, pepperoncine, and finally tossed mixed greens.

Cotto Salami and Luzzati Provolone Cheese Plate

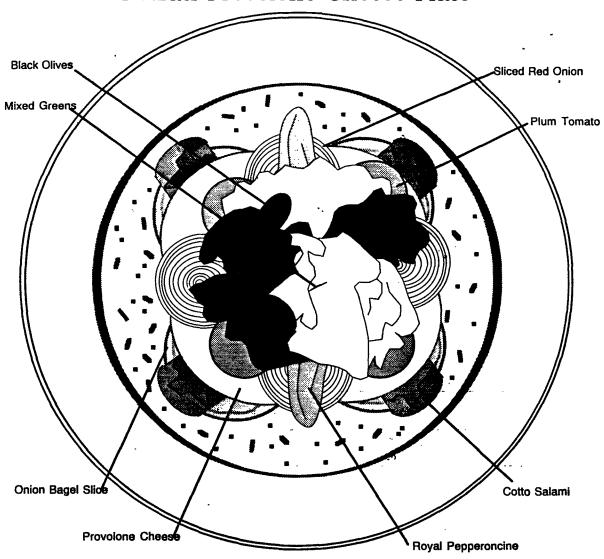


Plate Description:

Bagel Slice: Lender's onion bagel sliced horizontally in four segments

Cotto Salami: 4 slices totaling 3 ounces, each slice rolled up, placed on bagel

Provolone Cheese:

4 slices Luzzati cheese, totaling 2 ounces, left flat, placed on top of salami

Red Onion: 4 slices, approximately 1/8" thick, placed on top of cheese

Plum Tomato: 4 slices, approximately 1/8" thick, placed on top of cheese

Pepperoncine: 1 each Royal Pepperoncini, split, arranged on top of onions

Mixed Greens: Cleaned, tossed in Kraft golden italian dressing, arranged on top

Olives: 2 each Royal black olives, scattered on top

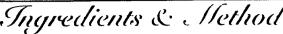
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Smoked Turkey Llate with Mixed Greens, Cornbread and Granberry Sauce

Smoked Turkey Llate with Mixed Greens. Cornbread and Granberry Sauce Ingredients & Method



Ingredients:

Mixed greens Oscar Mayer regular layer bacon	3/4 oz. 3/4 oz.
Corn muffin (recipe to follow) * Oscar Mayer Hickory Smoked	1 each
Turkey Breast	4 oz.
Cranberry sauce (recipe to follow) Dried fruit compote (recipe to follow)	2 oz. 1/2 oz.

Method:

- 1. Cut muffin horizontally into thirds and fan on plate
- 2. Arrange sliced turkey on top of muffim
- 3. Place seasoned mixed greens, bacon bits and dried fruit compote as depicted in picture.
- 4. Add cranberry sauce and garnish with dried cranberries.

Combread

Ingredients and Hethod

Ingredients:	Yield: 2 dozen	
Oscar Mayer Breakfast Sausage	1#	
Sugar	1#	
Salt	2 Tbsp.	
Eggs	4 each	
Milk	2 cup	
Orange extract	1 Tbsp.	
All-Purpose flour	18 oz.	
Yellow cornmeal	8 oz.	
Calumet baking powder	1 1/2 oz.	
Oil	10 oz.	

Method:

- 1. Mix together eggs, sugar, orange extract and milk.
- 2. Mix together separately, flour, cornmeal, salt and baking powder.
- 3. Incorporate wet ingredients into flour mixture 1/3 at a time, mixing well.
- 4. Fold in breakfast sausage.
- 5. Add oil and mix well.
- 6. Grease muffin tins or molds.
- 7. Fill tins or molds 2/3 full.
- 8. Bake at 375 degrees F for 12-15 minutes or until skewer inserted comes out clean.

Note: For breakfast sausage if pre cooked slice and add, if not pre cooked cook, slice and chill.

Granberry Sauce Ingredients & Hethod



Ingredients:

Yield: 24 servings

1 cup

Cranberries	2#
Lemon, juice	1 each
Sugar	1#
Grenadine syrup	2 Tbsp.
Kraft Cranberry Juice Cocktail	2 cup

Method:

- 1. Place cranberries in a saucepot with lemon juice, grenadine and sugar.
- 2. Cover with water and bring to a boil. Cook until cranberries are soft (approximately 20 minutes).
- 3. Strain and remove seeds and chill.
- 4. The amount of sugar may be increased if a sweeter end product is desired.

Dried Fruit Compote Ingredients & Lethod



Ingredients: Yield: 24 portions

Dried cherries	1 cup
Dried cranberries	1 cup
Dried apricots	1 cup
Dried raisins	1 cup
Sugar	2 cups
Sherry vinegar	1 cup
Orange juice and zest	1 each
Fresh brewed tea	

Method:

- 1. Combine all ingredients, bring to a boil.
- 2. Simmer for 15 minutes.

(one tea bag, one cup water)





Smoked Turkey with Mixed Greens, Cornbread and Cranberry Sauce

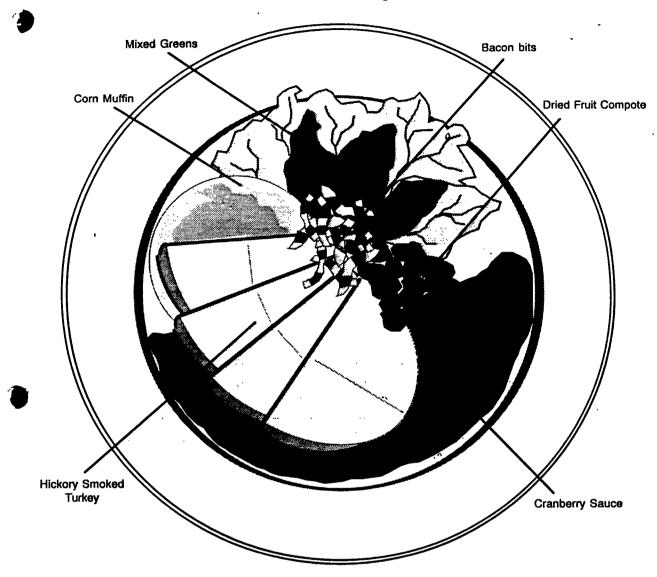


Plate Description:

Corn Muffin: According to recipe, sliced into thirds, arranged in a fan on plate

Smoked Turkey Breast: 4 ounces, sliced Oscar Mayer Hickory Smoked Turkey Breast,

folded, arranged in a fan on top of the corn muffins

Cranberry Sauce: Pooled on bottom of plate, whole cranberries arranged in sauce

for garnish

Mixed Greens: Cleaned, dipped in vinaigrette dressing, arranged on plate

Dried Fruit Compote: Arranged on plate

Bacon Bits: Crisp julienne of Oscar Mayer Regular Layer Bacon, arranged

next to compote

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Fruit, Cheese, and Cold Gut Llate with Waldorf Salad and French Croutons

Fruit, Cheese, and Cold Gut Llate

with Waldorf Salad and French Groutons Ingredients & Method



Vield: 1 nlate

ingredients:	rieia: i piaie
Oscar Mayer hickory smoked turkey breast	3/4 oz.
Jubilee ham	3/4 oz.
Oscar Mayer top round:	3/4 oz.
Mohawk sharp cheddar	1/2 oz.
Kraft brie	2 oz.
Polly-O fresh mozzarella	1 1/2 oz.
Mint honey vinaigrette (recipe to follow)	
Poach pear (recipe to follow)	
Mache	1/2 oz.
Kraft pourable bleu cheese dressing	1 tsp.
Waldorf salad (recipato follow)	
French bread croutons 5 each	* .
Grapes	2 oz.

Method:

- 1. Place mache flavored with Kraft bleu cheese dressing on plate as in picture.
- 2. Arrange toasted croutons on plate followed with sliced meats. Brie cheese, seasoned mozzarella cheese, grapes and poached pear.
- 3. Arrange Waldorf salad in center of plate.
- 4. Add cheddar cheese.





Mint Honey Vinaigrette Ingredients & Method

Ingredients:Yield: 1 qt.Honey2 Tbsp.Mint, fresh1 bunchApple cider vinegar1 cupSalad oil3 cups

Method:

- 1. Add honey and chopped mint to vinegar.
- 2. Slowly add oil to seasoned vinegar while beating with a wire whisk.
- 3. Coat sliced Polly-O fresh mozzarella with mixture.

Waldorf Salad Ingredients & Sethod

Apples	2#
Celeriac, blanched	8 oz.
Walnuts, toasted	2 oz.
Kraft Mayonnaise	1/2 cup
Sour cream or whipped cream	1/2 cup
Lemon, juice	2 each
Salt	2/3.tsp.

Method:

Ingredients:

- 1. Dice apples, celeriac and walnuts.
- 2. Combine mayonnaise, sour cream or whipped cream.

Yield: 24 servings

- 3. Add lemon juice.
- 4. Blend all ingredients together.

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Ingredients & Sethod

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Ingredients:	Yield: 24 servings	
Port wine	1/2 qt.	
Water	1/2 qt.	
Sugar	4-6 oz.	
Cinnamon stick	2 sticks	
Cloves	2 each	
Orange zest	1 piece	
Pears	6 each	

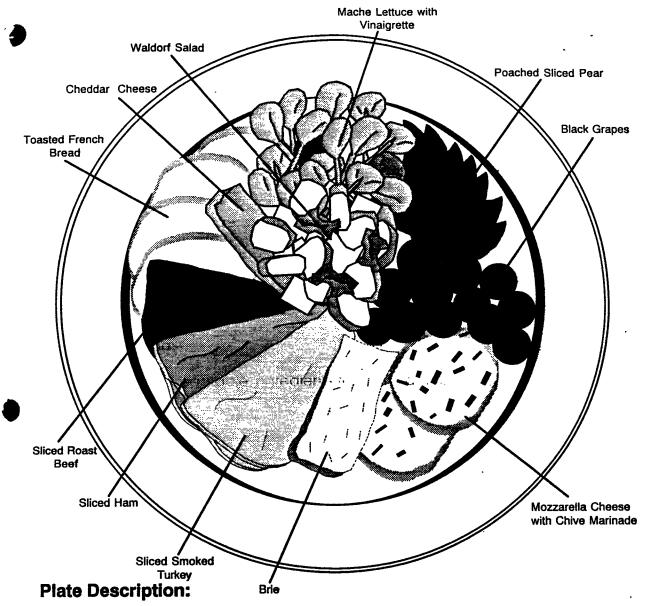
Method:

- 1. Combine the wine, water, sugar, cinnamon, clove and orange zest in a small rondeau and bring to a simmer.
- 2. Add the pears and return the mixture to a simmer. The pears should be completely submerged in the poaching liquid. If not, add more water to cover, continue to simmer the fruit gently for 10 to 12 minutes.
- 3. Remove the pears from the poaching liquid, peel them, cut into quarters.
- 4. Store in poaching liquid.



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Fruit, Cheese and Cold Cut Plate with Waldorf Salad and French Croutons



Mache Lettuce: Lettuce is cleaned, tough ends removed, dipped in vinaigrette flavored with

1 slice each of Mohawk sharp cheddar and Kraft brie, approx. 2-1/2 oz. each

Kraft bleu cheese dressing and plated

Poached Sliced Pear: One-half pear poached in red wine and spices, chilled, sliced

Black Grapes: Small bunch, washed and plated

Cheese: Two slices fresh mozzarella, marinated in chive vinaigrette

Brie and Cheddar

Toasted French Bread:

Cheese:

Sliced Meats: 1 slice of each, Oscar Mayer meats, Jubilee ham, folded in half, arranged on

plate overlapping each other

Waldorf Salad: Apples, celery, walnuts and mayonnaise dressing, tossed together and

arranged in the center of the plate

4 slices, toasted until golden brown

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Roast Beef Llate with Mixed Greens, European Lotato Salad and Slaw

Roast Beef Llate with Nixed Greens,

European Lotato Salad and Slaw Ingredients & Sethods

Ingredients: Yield: 1 plate Oscar Mayer select top round Potato salad (recipe to follow) Cole slaw (recipe to follow) Prestige sweet cherry peppers Prestige gherkins 2 each Prestige sweet pickles... Mixed greens Kraft Russian dressing Kraft Thousand Island dressing 2 oz. Rye bread, cut diagonally in half 2 slices

Method:

- Toss mixed greens in 1 oz. Russian dressing.
- 2. Arrange seasoned mixed greens on plate.
- 3. Fan sliced rye bread.
- 4. Arrange slices of roast beef on top of bread.
- 5. Add cole slaw, potato salad and pickles as shown in picture.



Suropean Lotato Salad Ingredients & Hethod

Ingredients: Potatoes, cooked, peeled and sliced Onions, fine diced Seef broth Prepared mustard Salt and pepper Yield: 24 portions 3# 5 oz. 8 oz. 8 oz. to taste to taste

to taste

to taste

1 Tbsp.

Method:

Vegetable oil

Parsley and chives, chopped

Sugar

- Combine the onions, vinegar and broth, bring the mixture to a boil, add mustard, salt, pepper, sugar, keep hot, add oil and immediately pour the dressing over the potatoes.
- 2. Sprinkle the potato salad with parsley and chives and serve at room temperature.

Gole Slaw

Ingredients & Method

Yield: Approximately 24

servings

Green cabbage, sliced very thin
Red cabbage, sliced very thin
Carrots, shredded
Green bell peppers, small dice
Celery, small dice
Kraft cole slaw dressing

1 head
1/4 head
1/4 #
1 each
1 ribs
1 cups

Method:

Ingredients:

1. Add vegetable ingredients to dressing and mix well.

Roast Beef with Mixed Greens, European Salad and Slaw

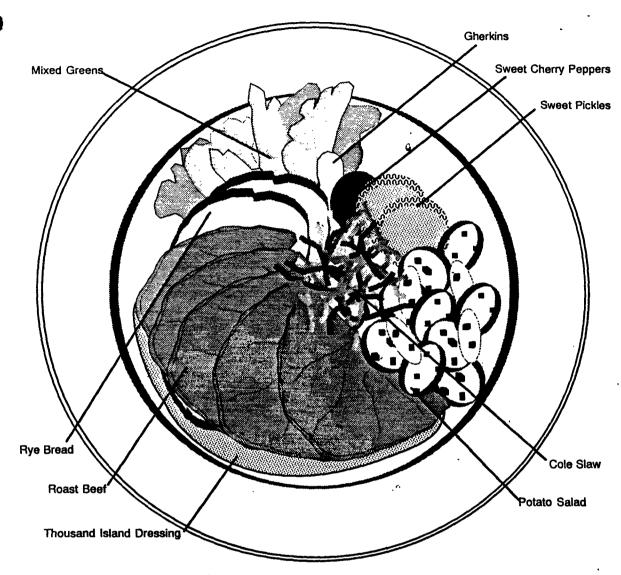


Plate Description:

Rye Bread: Cut diagonally in half, fanned on plate

Thousand Island Dressing: Kraft dressing pooled on botton of plate

Roast Beef: Oscar Mayer select top round, arranged on top of rye bread

Cole Slaw: According to enclosed recipe, arranged in center of plate

Potato Salad: According to enclosed recipe, arranged next to cole slaw

Mixed Greens: Cleaned, tossed in Kraft Russian Dressing, arranged on plate

Sweet Cherry Pepper: Prestige brand, arranged next to tossed salad

Gherkins: Prestige brand, arranged next to cherry pepper

Sweet Pickles: Prestige brand, slices, arranged next to gherkins

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Ham and Swiss on a

Pumpernickel-Raisin Bagel

with Mixed Greens,

Walnuts and Bleu Cheese

Ham and Swiss on a Lumpernickel-Raisin Bagel with Mixed Greens, Walnuts and Bleu Cheese Ingredients & Hethod

Ingredients:	Yield: 1 plate
Jubilee buffet ham	3 1/2 oz.
Red seedless grapes	5 each
Kraft Swiss sandwich cuts	1 oz.
Kraft bleu cheese wheel	1/4 oz.
Walnuts	1/8 oz.
Mixed greens	3/4 oz.
Pear, fresh, julienne	1/4 pear
Kraft Rancher's Choice Dressing	1 oz.
Lender's pumpernickel-raisin bagel	1 ea.

Method:

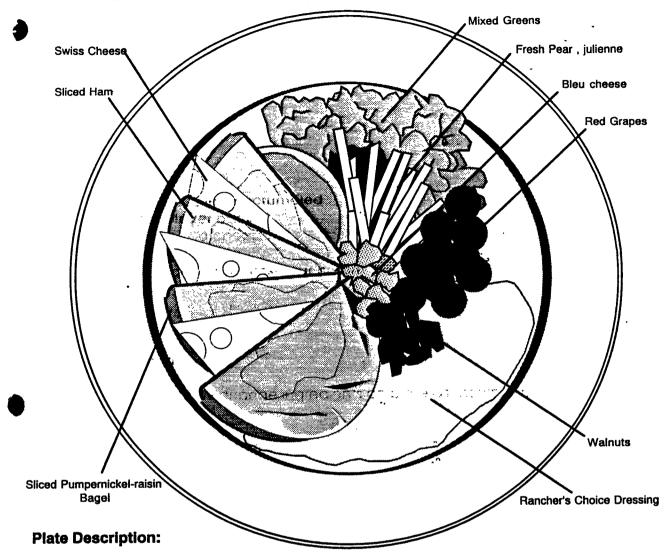
- 1. Place mixed greens on plate.
- 2. Slice bagel horizontally in four slices and toast the slices.
- 3. Arrange toasted bagel slices in a circular fashion on plate cut side down.
- 4. Alternately arrange slice of ham and cheese over top of the bagel slices.
- 5. Add julienne of fresh pear, crumbled bleu cheese, red grapes, walnuts and arrange on plate as in picture.
- 6. Add Kraft Rancher's Choice Dressing.





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Ham and Swiss on a Pumpernickel-Raisin Bagel with Mixed Greens, Walnuts and Bleu Cheese



Pumpernickel-raisin Bagel: Lender's Bagel sliced horizontally in four slices, toasted, arranged in

circular fan, cut side down

Ham: Alternated with Kraft SwissSandwic- Cut cheese, 1 ounce

Swiss Cheese: Alternated with Jubilee Buffet Sliced Ham, 3-1/2 ounce

Rancher's Choice Dressing: Kraft dressing pooled on bottom of plate

Mixed Greens: Cleaned, arranged on plate

Pear Julienne: Fresh pear, cut julienne, arranged on top of greens

Red Grapes: A small cluster, arranged next to pear

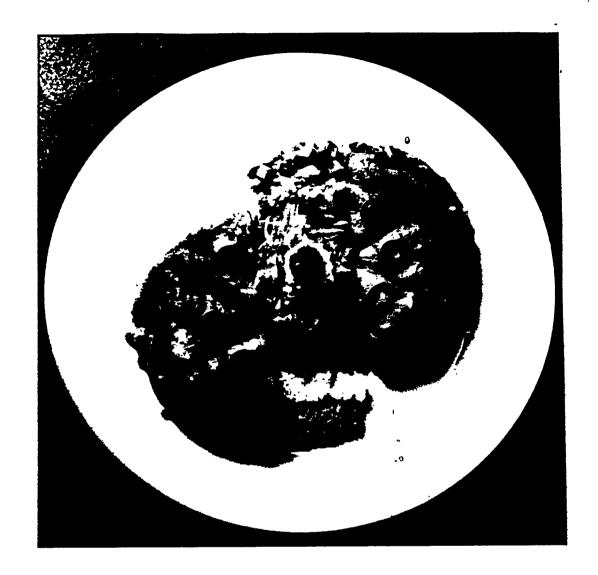
Bleu Cheese: Kraft Bleu Cheese, arranged in a small pile in the center of the plate

Walnuts: Arranged next to cheese

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Mexican Lizza with Smoked Turkey and Gobb Salad

Mexican Lizza with Smoked Furkey and Cobb Salad

Ingredients & Method



Ingredients: Boboli 6" Salsa (recipe to follow) Oscar Mayer Smoked Turkey, julienne Kraft cheddar cheese, shredded Kraft Monterey Jack cheese, shredded Cobb salad (recipe to follow) Yield: 1 plate 1 each 4 oz. 3 oz. 1 1/2 oz. 1 1/2 oz. 2 each

Method:

- 1. Thaw boboli according to manufacturer's directions.
- 2. Prepare salsa.
- 3. Arrange salsa, julienne of turkey, shredded cheese and olives on top of boboli.
- 4. Bake until crusts are crisp in preheated 450 degree oven for 7-10 minutes.
- 5. Arrange separate ingredients for Cobb Salad as shown in picture.





32

Palsa Gru

Ingredients & Hethod

Ingredients:	Yield: 24 portions	
Tomato, concassed	12 each	
Scallions, sliced	12 each	
Garlic, minced	3 each	
Cilantro, chopped	15 sprigs	
Chili peppers, roasted, peeled,		
deseeded and chopped	12 each	
Vinegar	3 Tbsp.	
Honey	3 Tbsp.	

Method:

- Combine all ingredients and let macerate for one hour.
 Season with salt.

Gobb Salad

Ingredients & . Hethod



Yield: 1 portion	
1/2 oz.	
1/2 oz.	
1/4 oz.	
3/4 oz.	
1/4 oz.	
1/4 oz.	
1/5 oz.	
1/5 oz.	

Method:

1. Separately arrange ingredients on plate as shown in picture.



Mexican Pizza with Smoked Turkey and Cobb Salad

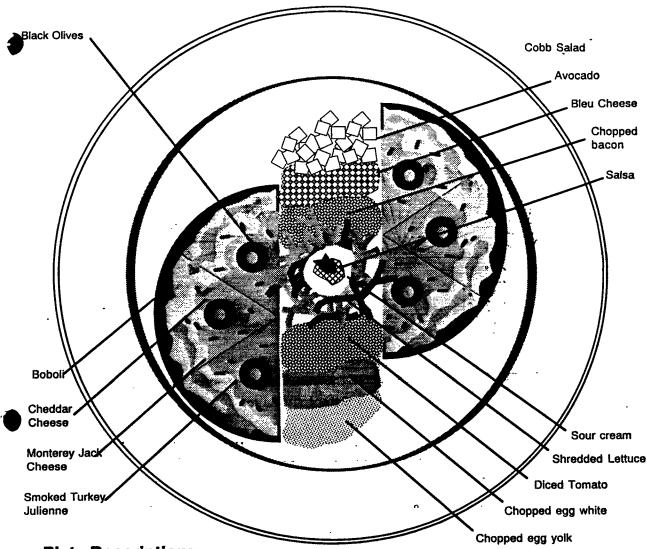


Plate Description:

Boboli with julienned Oscar Mayer Smoked Turkey breast sprinkled on Boboli:

top, grated Kraft Monterey Jack and Cheddar cheese sprinkled over (Mexican Pizza)

turkey, baked according to recipe

Prepared according to recipe, small dollop placed on top of sour cream Salsa Cru:

Prepared according to recipe, arranged as follows Cobb Salad:

Diced, arranged between pizza Avocado: Kraft Bleu Cheese: Crumbled, arranged below pizza

Cooked, chopped, arranged below pizza Bacon:

Shredded, placed below bacon in the center of the plate Lettuce:

Dollop placed on top of chopped lettuce Sour Cream:

Chopped, arranged below lettuce Tomato: Chopped, arranged below tomato Egg Yolk:

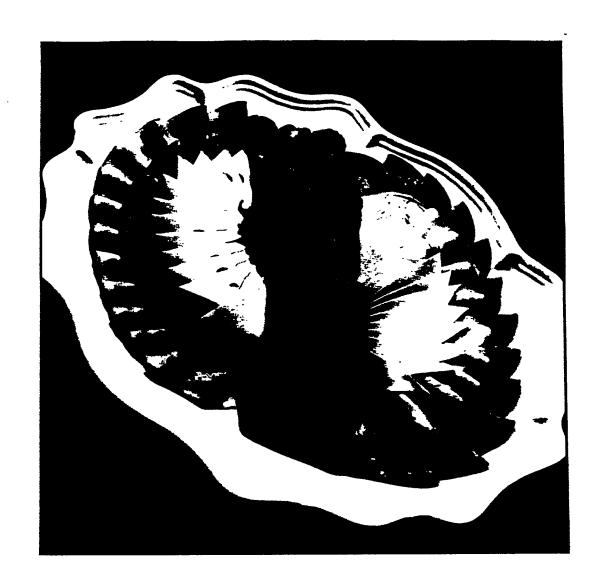
Egg White: Chopped, arranged below egg yolk

2 Royal black olives, sliced, arranged on top of Boboli Black Olives:

35

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Gold Gut and Gheese Llatters For Twelve

Gold Buffet

Ingredients: Yield: 12 people

Note: Industry standards for cold cut portions are generally based on one-quarter (1/4) pound of each meat item per person

Oscar Mayer Select Top Round Roast beef Oscar Mayer Buffet Jubilee Ham Oscar Mayer Hickory Smoked Turkey Oscar Mayer Cotto Salami Kraft Super Cured/Sliced

Kraft Sandwich-Cut Swiss Cheese

All meat slices are folded in half. All cheese slices are cut in half.

Garnish:

Prestige Hot Cherry Peppers
Prestige Sweet Gherkins
Prestige Kosher Spears
Prestige Sweet Pickle Mix
Royal Pepperoncine

18 slices at 1/2 oz. per slice to total 9 oz.

12 slices at 2/3 oz. per slice to total 8 oz.

12 slices at 2/3 oz. per slice Breast to total 8 oz.

12 slices at 2/3 oz. per slice to total 8 oz.

12 each 1/2 slices at 1/3 oz. American Cheese

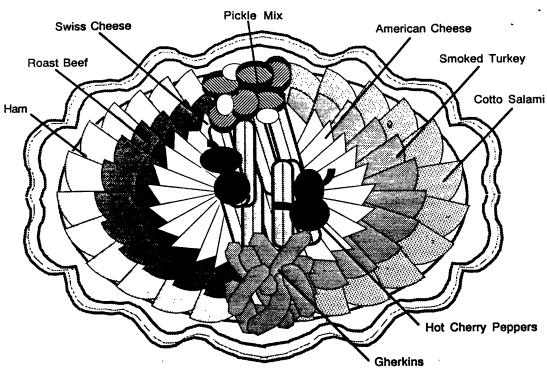
per slice to total 4 oz...

12 each 1/2 slices at 1/3 oz per slice to total 4 oz.

Note: For Silver Tray Presentation:

Coat trays with Jello-Brand unflavored gelatin - follow manufacturer's directions.

Cold Cut and Cheese Platter for 12



Description

Meat slices are folded in half and fanned on platter as illustrated above, cheese slices are cut in half

Beef:

Oscar Mayer Select Top Round Roast 18 Slices at 1/2 oz. per slice to total 9 oz.,

fanned on platter

Oscar Mayer Buffet Jubilee Ham:

12 slices at 2/3 oz. per slice to total 8 oz.,

fanned on platter

Breast:

Oscar Mayer Hickory Smoked Turkey 12 slices at 2/3 oz. per slice to total 8 oz.,

fanned on platter

Oscar Mayer Cotto Salami:

12 slices at 2/3 oz. per slice to total 8 oz.,

fanned on platter

Kraft Super-Cured American Cheese: 12 each 1/2 slices at 1/3 oz. per slice to total

4 oz., fanned on platter

Kraft Sandwich-Cut Swiss Cheese:

12 each 1/2 slices at 1/3 oz. per slice to total

4 oz., fanned on platter

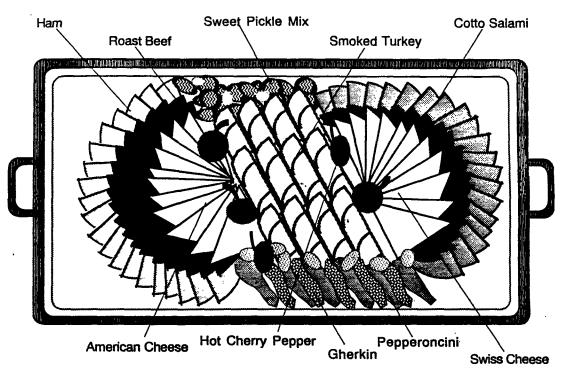
Garnish:

Prestige Hot Cherry Peppers Prestige Sweet Gherkins

Prestige Kosher Spears Prestige Sweet Pickle Mix Garnish is arranged on platter as illustrated

above

Cold Cut and Cheese Platter for 12



Platter Description

Meat slices are folded in half or rolled and fanned on platter as illustrated above, cheese slices are cut in half

Oscar Mayer Select Top Round Roast 18 Slices at 1/2 oz. per slice to total 9 oz., Beef:

fanned on platter

Oscar Mayer Buffet Jubilee Ham:

12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter

Oscar Mayer Hickory Smoked Turkey 12 slices at 2/3 oz. per slice to total 8 oz., Breast:

rolled and arranged on platter

Oscar Mayer Cotto Salami:

12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter

Kraft Super-Cured American Cheese: 12 each 1/2 slices at 1/3 oz. per slice to total

4 oz., fanned on platter

Kraft Sandwich-Cut Swiss Cheese:

12 each 1/2 slices at 1/3 oz. per slice to total

4 oz., fanned on platter

Garnish:

Prestige Hot Cherry Peppers Prestige Sweet Gherkins Prestige Sweet Pickle Mix

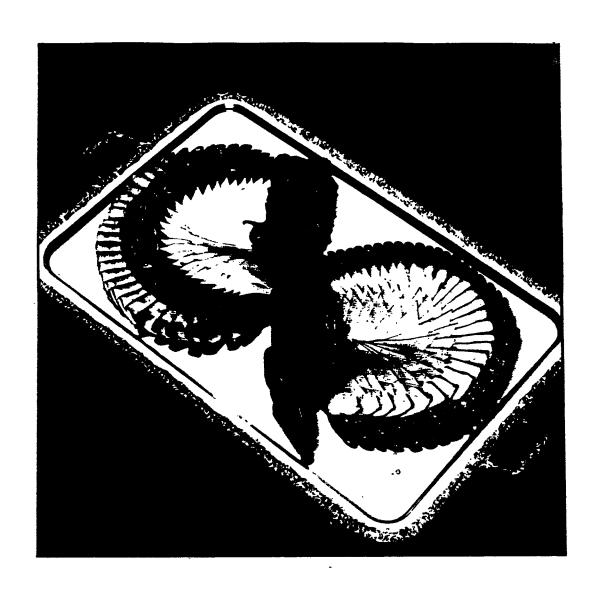
Garnish is arranged on platter as illustrated

above

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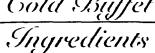
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Gold Buffet Llatter For Thirty Six Leople

Gold Buffet



Ingredients:

Yield: 36 people

Note: Industry standards for cold cut portions are generally based on one-quarter (1/4) pound of each meat item per person

Oscar Mayer Select Top Round

Oscar Mayer Buffet Jubilee Ham Oscar Mayer Hickory SmokedTurkey Oscar Mayer Cotto Salami **Kraft Super Cured/Sliced**

Kraft Sandwich-Cut Swiss Cheese

All meat slices are folded in half. All cheese slices are cut in half

Garnish:

Prestige Hot Cherry Peppers Prestige Sweet Gherkins Prestige Kosher Spears Prestige Sweet Pickle Mix Royal Pepperoncine

Note: For Silver Tray Presentation:

Coat trays with Jello-Brand unflavored gelatin - follow manufacturer's directions.

54 slices at 1/2 oz. per slice Roast beef

to total 27 oz.

36 slices at 2/3 oz. per slice to total 24 oz.

36 slices at 2/3 oz. per slice Breast to total 24 oz.

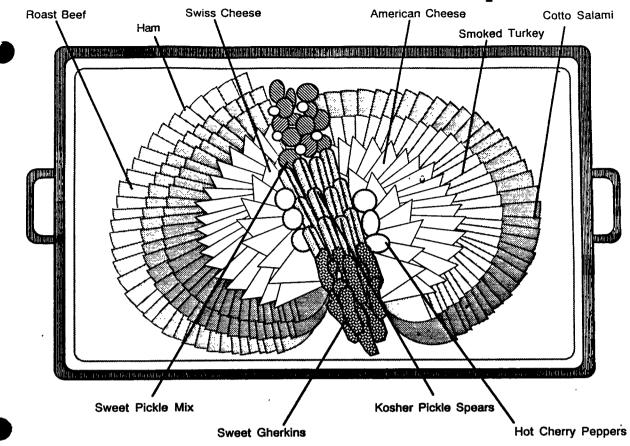
36 slices at 2/3 oz. per slice to total 24 oz.

36 each 1/2 slices at 1/3 oz. American Cheese

per slice to total 12 oz.

36 each 1/2 slices at 1/3 oz. per slice to total 12 oz.

Cold Buffet Platter for 36 People



Description: Platter

All meat slices are folded in half and fanned on platter as illustrated above, cheese slices are cut in half

Oscar Mayer Select Top Round Roast 54 Slices at 1/2 oz., per slice to total 27 oz.,

Beef:

fanned on platter

Oscar Mayer Buffet Jubilee Ham:

36 slices at 2/3 oz. per slice to total 24 oz.,

fanned on platter

Breast:

Oscar Mayer Hickory Smoked Turkey 36 slices at 2/3 oz. per slice to total 24 oz.,

fanned on platter

Oscar Mayer Cotto Salami:

36 slices at 2/3 oz. per slice to total 24 oz.,

fanned on platter

Kraft Super-Cured American Cheese: 36 slices at 1/3 oz. per slice to total 12 oz.,

fanned on platter

Kraft Sandwich-Cut Swiss Cheese:

36 slices at 1/3 oz. per slice to total 12 oz.,

fanned on platter

Garnish:

Prestige Hot Cherry Peppers

Prestige Sweet Gherkins

Prestige Kosher Spears

Prestige Sweet Pickle Mix

Garnish is arranged on platter as illustrated above

Description

All meat slices are folded in half and fanned on platter as illustrated above, cheese slices are cut in half

Oscar Mayer Select Top Round Roast 54 Slices at 1/2 oz. per slice to total 27 oz.,

fanned on platter

Oscar Mayer Buffet Jubilee Ham:

36 slices at 2/3 oz. per slice to total 24 oz.,

fanned on platter

Breast:

Beef:

Oscar Mayer Hickory Smoked Turkey 36 slices at 2/3 oz. per slice to total 24 oz.,

fanned on platter

Oscar Mayer Cotto Salami:

36 slices at 2/3 oz. per slice to total 24 oz.,

fanned on platter

Kraft Super-Cured American Cheese: 36 slices at 1/3 oz., per slice to total 12 oz.,

fanned on platter

Kraft Sandwich-Cut Swiss Cheese:

36 slices at 1/3 oz. per slice to total 12 oz.,

fanned on platter

Garnish:

Prestige Hot Cherry Peppers

Prestige Pepperoncini Prestige Sweet Pickle Mix Garnish is arranged on platter as illustrated above, with the pickle mix cascading out of an

oval dish sitting on a napkin

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